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ABSTRACT

The study described in this report was undertaken by Cochise College (CC) to assess the postsecondary educational needs of residents of the Willcox area of Cochise County. Part 1 describes the background and methodology of the study, examining the sampling techniques used in surveys of the general population, local businesses, current CC students and faculty, and high school students. Part 2 provides demographic information about each of the groups in terms of gender, age, language spoken in the home, highest educational level attained, current employment information, and other variables specific to each group. Part 3 summarizes the responses of the surveyed groups with respect to their perceptions of Cochise College and of higher education, while part 4 analyzes the effectiveness of CC's effort in the Willcox area. After part 5 provides information on the additional occupational, avocational, cultural, non-credit, and student services needed in the area, part 6 indicates respondents' needs for courses and programs, providing a complete listing of the courses needed by business. In part 7, an analysis is presented of the additional comments given to free-response questions in the surveys, and in part 8 a population projection for the city of Willcox, a projection of graduating seniors based on past high school graduation records, and a projection of high school graduates' attendance at CC are provided. Appendices include the survey instruments. (KL)

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NEEDS ASSESSMENT FOR THE COCHISE COUNTY COMMUNITY COLLEGE DISTRICT

Phase 1 Report

Prepared by the Cochise College Office of Institutional Research, Continuing Education Division

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and
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Douglas, Arizona

July, 1982

VC 820 541

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4. (Gen., Bus., H.S.) - How knowledgeable do you consider yourself to be regarding the programs, activities and courses at Cochise College?

5. (Gen.) - Is knowledge about Cochise College related to Cochise College meeting the educational needs of the community?

6. (H.S.) - Is the reputation of Cochise College in the community related to grade level?

7. (H.S.) - The following is a list of things you might have heard about Cochise College. Please indicate how you feel about each.

8. (H.S.) - If you are not planning for additional education please indicate how important the following reasons are to you.

9. (Gen., Bus., H.S., C.Fac.) - Do you think Cochise College cost is

10. (Gen., Bus.) - Please rate the overall quality of Cochise College in the following areas:

11. (C.Stu., C.Fac.) - Please rate the overall quality of college services at your location in the following areas:

12. (Gen., Bus., H.S., C.Stu., C.Fac.) - How effective is Cochise College in meeting the following goals?

13. (Gen., Bus.) - Have you ever attended courses offered at or through Cochise College?

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15. (Gen.) - Respondents in the general population having attended Cochise College by age.

16. (Gen.) - Respondents in the general population having attended Cochise College by highest educational level.

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*Note: Information in ( ) refers to the population groups surveyed.

17. (C.Stu.) - Below are some general statements about Cochise College. Please indicate how you feel about each of them.

18. (C.Stu.) - Prior to this semester how many credits have you completed at Cochise College?

19. (C.Stu.) - For how many credit hours are you currently enrolled?

20. (H.S.) - In helping you decide your future education, how important are each of the following?

21. (H.S.) - Do you plan education after you complete high school?

22. (H.S.) - If you plan to attend college which college are you planning to attend?

23. (C.Stu.) - Select the statement that most closely fits your college plans for next year.

24. (Bus.) - Which of the following statements best describes the efforts of Cochise College to serve your company's training needs?

25. (Bus.) - During the past two or three years, have you hired any people trained by Cochise College?

26. (Bus.) - Does your firm have difficulty finding qualified people to employ?

27. (Bus.) - Do you look for some personnel outside the immediate community?

28. (Bus.) - Please look at the sheet I am giving you which lists courses offered during the last year or two by Cochise College. Have any of these courses served the training needs of your business?

29. (Bus.) - What skill level is required for employment in your business?

30. (Bus.) - What sources do you use to recruit employees who have appropriate job-entry level skills?

31. (Bus.) - From your recent job applications, do you find that there are too many people being trained for some positions and thus flooding the labor market?

32. (Bus.) - Does your business offer on-the-job training for employees?

33. (Bus.) - Does your business offer formal in-house training courses for your employees?

34. (Bus.) - Do your employees receive job training from any organization other than Cochise College or formal in-house training?

35. (Gen., Bus.) - Do you receive information about Cochise College from

36. (Gen., Bus., H.S., C.Stu.) - Cochise College performs a number of different services. How important is each to you?

37. (Gen., Bus.) - The following are reasons why people do not participate in college courses. How important is each to you?

38. (Gen., Bus.) - Would you like to see the non-credit program expanded?

39. (Gen., Bus.) - If you answered yes, in what areas would you like to see non-credit programs expanded?

40. (Gen., Bus., H.S., C.Fac.) - Should high school seniors be allowed to take Cochise College courses?

41. (H.S.) - The following are statements describing how students plan to obtain money for attending college. Please indicate how each fits you.

42. (C.Stu.) - Have you ever applied for financial aid?

43. (Bus.) - Do you agree with the principle that local business leaders should sponsor scholarships in the following areas?

44. (Bus.) - Does your business currently pay tuition for employees enrolled in formal course work?

45. (Bus.) - Does your business presently promote personnel based on formal course work they have taken to up-grade their job skills?

46. (Gen., Bus.) - If Cochise College offerd a course in your local community that you are interested in, would you take that course?

47. (Gen., Bus.) - If a course of interest to you was not offered locally would you attend at another location?

48. (Gen., Bus.) - Cochise College offers courses locally in Cochise County communities. What is your opinion on the continuation of the practice?

49. (Gen., Bus.) - Would you be interested in taking courses in the following areas?

50. (H.S.) - If you were to enroll at Cochise College, what five (or fewer) programs most interest you?

51. (Bus.) - What type courses do you or your employees need?

52. (C.Fac.) - Are there existing programs and/or services at Cochise College which you believe should be expanded and/or strengthened to better serve our community?

53. (C.Fac.) - Are there programs and/or services which you believe Cochise College should add if it is to adequately serve the community?

54. (C.Fac.) - Are there existing programs and/or services offered by Cochise College which you believe should be eliminated or reduced?

55. (Gen., Bus.) - If you were to take a Cochise College course, what level would it be?

56. (C.Stu.) - What is your primary educational goal?

57. (H.S.) - What type of work would you like to be doing five to ten years from now?

58. (C.Stu.) - When do you prefer to attend classes?

59. (C.Stu.) - Which of the following class schedules would be best for you?

60. Comment Response Rate

61. Comments Grouped by Major Topic

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Figure 18 - General Population Projection

Figure 19 - Projected number of graduating seniors

Figure 20 - Number of graduating seniors by high school who attended Cochise College in the fall of 1981.

Figure 21 - Projected number of high school graduating seniors from the Willcox area who will attend Cochise College in the fall after graduation.

APPENDIX

A. Survey Boundaries

B. Additional Comments
   General Population
   Business Population
   Current Cochise College Students
   High School Students

C. Questionnaries
   General Population
   Business Population
   Current Cochise College Students
   High School Students
   Faculty and Staff

I. INTRODUCTION

The Cochise College Needs Assessment Project examines the postsecondary educational needs of the residents of Cochise County. The assessment is intended to facilitate communications between the College and the community. The analysis and ensuing reports provide input for decision makers and contain essential elements for college planning processes.

This document contains the Phase I report for the Willcox area only. Phase II will provide a report of the remainder of Cochise County.

A word of caution is in order. A needs assessment survey gives each respondent the opportunity to express personal opinion. That opinion is not necessarily backed by action; thus a strong preference for a particular course does not automatically translate into actual enrollment. Only by offering the course will decision makers know if preferences expressed lead to enrollment.

Wallhaus (1981) points out that the term "needs assessment" is not always clearly understood.* Wallhaus feels the major reason for this has been the lack of a clear cut definition of needs. Wants or demands may be translated into needs, but wants and demands may merely be indicators of probable need and not needs in and of themselves. Wants, preferences and desires are difficult to differentiate from needs. It is often impossible to determine what someone should need, what someone has been told they need, what others say are needs, and what are actual needs. Given this problem, a needs assessment might better be called an assessment of wants, desires or preferences.

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*Wallhaus, P., Handbook for Conducting Needs Assessments in the Community College, Springfield, Illinois: Illinois Community College Board, 1981.

Objectives

The Cochise College Needs Assessment Project was conducted to gather data regarding four specific objectives.

1. How is Cochise College and higher education perceived in the district?
2. How effective is the present Cochise College effort in the district?
3. What additional occupational, avocational, cultural and non-credit services are needed?
4. What courses and programs are needed?

For the purposes of the needs assessment the County was divided into four geographic areas: Willcox, Douglas-Bisbee, Benson-St.David, and the Sierra Vista-Tombstone. For boundaries consult Appendix A. This report focuses on the pilot study conducted in the Willcox area.

Sampling Methods

A number of populations were surveyed, and different sampling techniques employed. The General Population (Gen.) was surveyed on a random-sampling basis. Residential telephone numbers were selected by using a random numbers table, and interviews were conducted by Cochise College employees. The Business Population (Bus.) was selected on an empirical basis. A listing of all businesses in the area was obtained from the Chamber of Commerce. Selection was based on number of employees and type of business to represent a cross-section of the different businesses. The Chamber of Commerce made recommendations, but the actual selection was made by the research staff. Both Chamber of Commerce members and non-members were included in the businesses selected for interview. Appointments were scheduled and in-person interviews were conducted by Cochise College employees. All current Cochise College Students (C.Stu.) in the Willcox area were given an opportunity to fill out questionnaires in their Cochise College classes.

In all other areas, because of the large numbers involved, students will be sampled on the basis of random-class selection. All High School Students (H.S.) in grades 10, 11, and 12 were given an opportunity to fill out questionnaires in their high school classes. All Cochise Faculty (C.Fac.) in the area were given questionnaires to complete.

Because of the variety of populations surveyed, different questionnaires were developed for each population (see Appendix C). Some questions with broad general interest were included in more than one questionnaire. The business people in the Willcox area received both the business and general population questionnaires.

Methodology

Business questionnaires used open-ended questions, the results analyzed by hand. Faculty questionnaires also contained three open-ended questions plus forced-choice questions. All other questionnaires contained forced-choice questions designed to facilitate keypunching of responses. Data was analyzed using the Statistical Package for Social Sciences (SPSS) at the University of Arizona Computer Center.

Two types of analysis were conducted. First, frequency distributions for each question were generated to produce the number and percentage of people who completed each response. For example, a frequency distribution based on language spoken most in the home reports how many people speak English, Spanish, both English and Spanish, or another language. A number of statistics were also generated for each frequency distribution. They included the mean, variance, and standard error. If the sample was randomly selected, by using these statistics one can calculate how closely the sample reflects the target population.

The second method of analysis was cross-tabulation. Here, two variables (questions) are analyzed at the same time to determine if there is any relationship between them. For example, one can examine language spoken most in the home tabulated by age of respondent. For example (fictitious data):

	Language		
Age	English	Spanish	Both
1 - 20	n = 50 (25%)	n = 40 (36%)	n = 90 (29%)
21 - 40	n = 50 (25%)	n = 35 (32%)	n = 85 (27%)
41 - 60	n = 50 (25%)	n = 20 (18%)	n = 70 (23%)
60 +	n = 50 (25%)	n = 15 (14%)	n = 65 (21%)
Total	n = 200 (65%)	n = 110 (35%)	n = 310 (100%)*

The cross-tabulation shows that more of the Spanish speaking sample fall in the younger age groups, while the English speaking sample are evenly distributed through all the age groups.

However, simply looking at the table cannot indicate that the information obtained in the sample resulted from pure chance or if a true relationship exists between language spoken in the home and age. If data was obtained from a random sample, as in the general population survey, a statistical tool, the Chi Square Test, can be used to determine if a true relationship exists between the sample and the population. In this study, only those cross-tabulations which pass the the Chi Square Test, and will be reported. This means that for all general population cross-tabulation results reported here, we are 95% confident that results, from our random sample reflect the same relationships in the general population.

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*Note: In some tables percentages may not exactly equal 100 because of rounding errors.

When it is known that a relationship between two variables does exist, one needs to know the strength of the relationship. A correlation test known as a Cramer's V is appropriate for this type of data. A perfect correlation using this test would equal plus or minus 1. A total lack of correlation would equal 0. As an example, one might expect a strong positive relation (around +.90) between income and the value of one's home or a strong negative correlation (around -.90) between income and the amount of welfare received. In this study, the correlations found were generally positive but weak (around +.10 to +.50).

Demographic data in this study is examined in terms of current U.S. Census figures to maintain County-wide objectivity and consistency. Note that use of census data reduces probability of overlap of populations drawn from other sources such as shopping area estimates. Population projections incorporated in the study are based on Cochise College Planning Department estimates.

Method of Presentation

First, demographic information from all questionnaires is presented; then questions from the various questionnaires are grouped according to survey objectives. In comparing data from different populations, it should be remembered that differing sampling techniques were employed. For example, the business sample was not selected randomly; and results do not necessarily reflect the entire business population.

Data obtained will generally be presented in tables using a percentage response. The number of responses (n) will be reported along with percentages. Following the data pertaining to each objective a summary of findings will be presented. After all four objectives have been examined, an analysis of additional comments from free response questions will be made; and various projections will be presented.

II. DEMOGRAPHICS

Information to describe surveyed populations is presented in this section. The general population (random sample) and the business (selected sample) are compared together, while high school students, current college students and college faculty are described separately.

General Population Surveyed

Total surveyed = 300
From a total population of 8406*

Business Population Surveyed

Total surveyed = 54
From a total of 202 (telephone listing)

Figure 1: Population Characteristics

Gender

Sex	General	Business
Male	43.9%	69.8%
Female	56.1%	30.2%
Total	100.0%	100.0%
	(n=296)	(n= 54)

Age

Years	General	Business
18 to 24	4.7%	1.9%
25 to 44	32.6	50.9
45 to 64	38.9	45.3
65 and over	23.8	1.9
Total	100.0%	100.0%
	(n=298)	(n= 53)

Figure 2: Language Spoken Most in Home

	General	Business
English	94.6%	100.0%
Spanish	3.0	
Both English and Spanish	2.4	
Other	0.0	
Total	100.0%	100.0%
	(n=297)	(n= 54)

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* U.S. Census data as of January 1981 for Willcox (6937) and Bowie (1469)

Figure 3: Highest Educational Level

	General	Business
Completed some public school	2.4%	3.8%
Completed 8th grade	10.8	3.8
Completed high school	31.4	26.4
Attending two-year college	6.1	3.8
Have attended two-year college	17.2	11.3
Completed a two-year college or technical school	6.8	7.5
Attending or have attended a four-year college or university	9.1	9.4
Have completed a bachelor's degree	9.8	22.3
Additional degrees above bachelor's	6.4	11.3
Total	100.0% (n=296)	100.0% (n= 53)

Figure 4: Current Occupational Status

	General	Business
Employed full-time	28.5%	42.6%
Employed part-time	6.7	3.7
Self-employed	12.1	53.7
Homemaker	24.5	
Unemployed	.7	
Retired or Disabled	26.8	
Primarily a full-time student	.7	
Total	100.0% (n=298)	100.0% (n= 54)

Figure 5: Business Classifications

Fifty-four businesses were interviewed in Willcox. This figure is a breakdown according to the Standard Industrial Classification (S.I.C.).

SIC Code	Number	Percentages
Agriculture	5	9.3
Construction	2	3.7
Finance/Insurance/Real Estate (F.I.R.E)	11	20.4
Manufacturing	1	1.8
Mining	0	0.0
Public Administration (Government)	2	3.7
Services	3	5.5
Transportation/Communications/ Public Utilities (T.C.P.U.)	5	9.3
Trade	25	46.3
Total	54	100.0%

Figure 6: Employment

Breakdown of part-time and full-time employees of Willcox businesses interviewed by S.I.C.

SIC Code	# full-time	% full-time	# part-time	% part-time
Agriculture	39	5.2%	45	27.0%
Construction	48	6.5	1	1.0
F.I.R.E.	70	9.4	9	5.0
Manufacturing	26	3.5	1	1.0
Mining	0	0.0	0	0.0
Public Administration	49	6.6	34	21.0
Services	76	10.2	25	15.0
T.C.U.P.	138	18.5	11	7.0
Trade	298	40.1	38	23.0
Total	n=744	100.0%	n=164	100.0%

High School Student Population Surveyed

Total Surveyed = 298
Total number of high school students: 383 (School District report)

Willcox:	Sophomore	117
	Junior	88
	Senior	110
		(n=315)
Bowie:	Sophomore	18
	Junior	7
	Senior	9
		(n=34)
San Simon:	Sophomore	5
	Junior	12
	Senior	17
		(n=34)

Gender

Male - 51%
Female - 49%
Total 100%
(n=290)

Figure 7: Language Spoken Most in Home

English	74.5%
Spanish	6.2
Both English and Spanish equally	17.2
Other	2.1
Total	100.0% (n=290)

Figure 8: High School Attended

Bowie	8.8%
San Simon	5.1
Willcox	86.1
Total	100.0% (n=294)

Figure 9: Present Grade Level

Sophomore	35.7%
Junior	28.2
Senior	36.1
Total	100.0% (n=294)

Current Cochise College Students - Surveyed in Willcox

Total surveyed = 135
Total Current Cochise College Students = 215 (FTSE rosters)

Gender

Male	30.1%
Female	69.9%
Total	100.0% (n=133)

Age

Less than 18	13.0%
From 18 to 24	20.6
From 25 to 44	42.0
From 45 to 65	16.8
Over 65	7.6
Total	100.0% (n=133)

Figure 10: Language Spoken Most in Home

English	94.0%
Spanish	3.0
Both English and Spanish Equally	3.0
Total	100.0% (n=133)

Figure 11: Working for Wages

Yes, 20 or less hours per week	11.2%
Yes, 21 to 40 hours per week	24.6
Yes, More than 40 hours per week	11.9
No	52.9
Total	100.0% (n=134)

Figure 12: Have High School Diploma or Equivalent

Yes	77.0%
No	23.0
Total	100.0% (n=135)

Figure 13: Division in which currently enrolled:

Aviation	.7%
Business Management	5.5
Business - Secretarial	5.2
Communications	.7
Health and Physical Education	9.7
Humanities, Fine Arts	29.1
Foreign Language	3.7
Nursing	.7
Social and Behavioral Sciences	11.2
Science and Math	0
Technology	12.7
Undeclared	20.9
Total	100.0% (n=134)

Cochise College Faculty Surveyed in Willcox

Total Surveyed = 13
Total Number of Faculty in Willcox = 20
Personnel Classification Part-time Faculty = 100%

Figure 14: Length of Employment with Cochise College

One year or less	30.8%
2 to 5 years	61.5
6 to 10 years	7.7
11 to 15 years	0
Sixteen years or more	0
Total	100.0% (n=13)

Figure 15: Highest Educational Background

Vocational Experience Only	15.4%
Two-Year Degree	15.4
Four-Year Degree	23.1
Master's Degree	30.7
Advanced Degree above Master's	15.4
Total	100.0% (n=13)

Figure 16: Vocational Experience Required to Teach

Yes	50.0%
No	50.0%
Total	100.0% (n=12)

Figure 17: Primary Occupation

Public Schools	53.8%
Business or Industry	23.1
Government	0
Retired	0
No Full-time Job	15.4
Other	7.7
Total	100.0% (n=13)

Summary: Demographic information.

All totaled, 800 people in the Willcox area were surveyed. This represents almost ten percent of the area's population of 8406 according to recent census information. Data in this section is presented in target groups including general population, students, business and faculty. This demonstrates the representative range of people interviewed when examined in terms of variables such as age, gender, educational background, language spoken most in home, and current occupational or educational status.

III. PERCEPTIONS OF COCHISE COLLEGE AND HIGHER EDUCATION

The questions in this section deal with how people view education in general and Cochise College in particular, the reputation of Cochise College, and how effective its effort is perceived in serving the needs of students and the community. The respondents' knowledge level about Cochise College is also examined. Tables will compare responses from various target groups. Each table heading will include in ( ) an abbreviation of target groups included.

Table 1: (Gen., Bus., H.S.) - In your opinion what kind of a reputation does Cochise College have with your community?

	General	Business	High School
Excellent	22.4%	25.9%	5.4%
Satisfactory	54.5	55.6	45.8
Less than Satisfactory	4.7	11.1	12.1
Don't Know	18.4	7.4	36.7
Total	100.0% (n=299)	100.0% (n=54)	100.0% (n=297)

From the data analyzed in the three target groups, it can be concluded that Cochise College maintains a good reputation in the Willcox area. When responses of excellent and satisfactory are combined one finds that 76.9% of the general population surveyed, 81.5% of the business people and 51.2% of the high school students fall into the satisfied category. It is interesting to note that of the three groups surveyed, high school students had the largest percentage of less than satisfactory and don't know responses.

Table 2: (Gen., Bus., H.S.) - What kind of a job would you say Cochise College is doing meeting the educational needs of your community?

	General	Business	High School
Excellent	13.9%	14.8%	9.6%
Satisfactory	58.4	53.7	49.8
Less Than Satisfactory	9.8	25.9	7.2
Don't Know	17.9	5.6	33.4
Total	100.0% (n=296)	100.0% (n=54)	100.0% (n=293)

When one combines the excellent and satisfactory responses, 72.3% of the general population, 68.5% of the business people and 59.4% of the high school students surveyed fall into this category. The largest negative response came from the business people, while the largest don't know response came from high school students.

Table 3: (C.Stu., C.Fac.) - What kind of a job would you say Cochise College is doing to meet the educational needs of its students?

	Cochise Students	Cochise Faculty
Excellent	13.8%	30.0%
Satisfactory	50.0	70.0
Less Than Satisfactory	8.5	0.0
Don't Know	27.7	0.0
Total	100.0% (n=293)	100.0% (n=10)

All current faculty surveyed feel that Cochise College is doing a excellent or satisfactory job in meeting the educational needs of its students, and 63.8% of current students agree with this assessment.

Table 4: (Gen., Bus., H.S.) - How knowledgeable do you consider yourself to be regarding the programs, activities and courses at Cochise College?

	General	Business	High School
Very Knowledgeable	5.0%	7.4%	6.2%
Moderately Knowledgeable	27.2	40.7	46.7
Slightly Knowledgeable	49.2	42.6	27.7
Not at all Knowledgeable	18.5	9.3	19.4
Total	100.0% (n=298)	100.0% (n=54)	100.0% (n=289)

Business people feel the most knowledgeable about Cochise College. High school students report the second highest level of knowledge, the general population the least knowledge.

Table 5: (Gen.) - Is knowledge about Cochise College in the community related to Cochise College meeting the educational needs of the community?

EFFECTIVENESS IN MEETING ED. NEEDS	KNOWLEDGE LEVEL ABOUT COCHISE COLLEGE				
	Very know.	Mod. know.	Slight know.	No know.	Total
Excellent	n = 5 (1.7%)	n = 19 (6.4%)	n = 15 (5.1%)	n = 2 (0.7%)	n = 41 (13.9%)
Satisfactory	n = 7 (2.4%)	n = 50 (16.9%)	n = 92 (31.1%)	n = 24 (8.1%)	n = 173 (58.4%)
Less than satisfactory	n = 2 (0.7%)	n = 8 (2.7%)	n = 15 (5.1%)	n = 4 (1 4%)	n = 29 (9.8%)
Don't know	n = 0 (0.0%)	n = 3 (1.0%)	n = 25 (8.4%)	n = 25 (8.4%)	n = 53 (17.9%)
Total	n = 14 (4.7%)	n = 80 (27.0%)	n = 147 (49.7%)	n = 55 (18.6%)	n = 296 (100.0%)

For the general population both the College reputation and the meeting educational needs questions were cross-tabulated and analyzed by age, sex, language spoken and knowledge level about Cochise College. Of these comparisons, only knowledge level in relation to meeting educational needs and reputation showed significant correlations. Knowledge level was correlated +.18 with the reputation question and +.25 with the meeting educational needs question. Of those respondents reporting less than satisfactory, 65.5% claim slight or no knowledge about Cochise College.

Table 6: (H.S.) - Is the reputation of Cochise College in the community related to grade level?

REPUTATION	GRADE LEVEL			
	Sophomore	Junior	Senior	Total
Excellent	n = 7 (2.4%)	n = 6 (2.0%)	n = 3 (1.0%)	n = 16 (5.5%)
Satisfactory	n = 14 (15.0%)	n = 39 (13.3%)	n = 52 (17.7%)	n = 135 (46.1%)
Less than satisfactory	n = 9 (3.1%)	n = 3 (1.0%)	n = 23 (7.9%)	n = 35 (11.9%)
Don't know	n = 45 (15.4%)	n = 35 (11.9%)	n = 27 (9.2%)	n = 107 (36.5%)
Total	n = 105 (35.8%)	n = 83 (28.3%)	n = 105 (35.8%)	n = 292 (100.0%)

When high school student responses are analyzed according to grade level, a correlation of +.15 was found between grade level and meeting the educational needs of the community. Similarly, a correlation of +.20 was found between grade level and the college reputation question. The latter is presented here since there is strong evidence suggesting that a negative view of Cochise College develops as high school students progress toward graduation. The table also indicates that seniors feel more knowledgeable than sophomores or juniors.

Table 7: (H.S.) - The following is a list of things you might have heard about Cochise College. Please indicate how you feel about each.

	"n"	Agree	Disagree
Teachers are helpful to students.	264	89.6%	9.4%
It is a friendly place.	276	86.0	12.7
It is inexpensive.	268	80.5	17.8
It has a good academic program.	264	79.5	18.5
It's a good place to go if you're not sure what you want to do.	271	74.9	23.1

A large majority of high school students agreed with the positive statements above. There was no relationship between grade level and feelings about the statements. Specific areas shown here demonstrate the generally positive attitude of High School Students toward Cochise College.

Table 8: (H.S.) - If you are not planning for additional education, please indicate how important the following reasons are to you.

	Important Reason	
I do not expect to be able to pay for college.	46.4	(n=201)
My high school grades are low.	45.5	(n=199)
Future education does not interest me at this time.	32.3	(n=199)
I do not like school.	23.5	(n=200)

The reason viewed as important by most students was financial. Less than a quarter of the high school students stated that they did not like school.

Table 9: (Gen., Bus., H.S., C.Fac.) - Do you think Cochise College cost is

	General	Business	H.S.	C.Fac.
Too high	4.7%	0.0%	7.3%	0.0%
About right	84.9	85.2	76.1	100.0
Too low	5.0	13.0	2.1	0.0
Don't Know	5.4	1.8	14.5	0.0
Total	100.0% (n=298)	100.0% (n=54)	100.0% (n=298)	100.0% (n=13)

The vast majority of all respondents surveyed felt that Cochise College cost was about right.

Summary: How Cochise College and higher education are perceived in the Willcox area.

A majority of the general population, the business people and the high school students surveyed stated that Cochise College has a satisfactory or excellent reputation in the community and that the College is meeting the educational needs of the community. Of the Cochise College Students and Faculty surveyed in the Willcox area, a majority say that Cochise College is meeting the needs of its students. In all groups surveyed there was little stated dissatisfaction with Cochise College.

Looking at how knowledgeable people feel about Cochise College, a different picture emerges. Only in the high school group did a majority consider themselves to be either very or moderately knowledgeable about Cochise College. This finding is even more significant because a positive correlation was found between knowledge level and satisfaction level in the general population. The College is well thought of by those who feel knowledgeable.

The relatively high response of "don't know" seems to indicate that the College needs to communicate with its constituency in a positive manner.

IV. EFFECTIVENESS OF EFFORT IN WILLCOX

The effectiveness of Cochise College in Willcox is assessed in this section. The quality of Cochise College in specific areas is explored, along with effectiveness in meeting educational goals. The number, characteristics and attitudes of respondents choosing to attend Cochise College are presented. The educational plans of high school students are examined. Educational needs of business and Cochise College's effectiveness in meeting these needs are studied. Finally the importance of various sources of information concerning Cochise College are tabulated.

Table 10: (Gen. Bus.) - Please rate the overall quality of Cochise College in the following areas:

	"n"	Excellent	Satisfactory	Less Than Satisfactory	Don't Know
Instructors	Gen.=298	15.4%	40.6%	1.3%	42.6%
	Bus.= 54	14.8	31.5	13.1	48.1
Administration	Gen.=297	9.1	38.4	4.0	48.5
	Bus.= 54	16.7	27.8	13.1	42.6
Course Content	Gen.=297	18.5	41.4	8.1	32.0
	Bus.= 54	11.1	55.6	11.1	22.2
Athletic Program	Gen.=294	5.5	26.5	5.1	62.9
	Bus.= 54	3.7	16.7	1.3	70.4
Student Services	Gen.=297	10.8	27.3	3.4	58.6
	Bus.= 54	5.6	16.7	3.7	74.1
Facilities	Gen.=299	16.7	37.1	4.0	42.1
	Bus.= 54	11.1	33.3	29.6	25.9

In the Willcox area, respondents were generally satisfied with the overall quality of Cochise College. In all areas there was very high percentage of "don't knows." In general, more people feel they know about course content and fewer know about student services and athletics. The single highest level of dissatisfaction was with facilities. However, only 4% of the general population reported dissatisfaction with facilities.

Table 11: (C.Stu., C.Fac.) - Please rate the overall quality of college services at your location in the following areas.

	"n"	Excellent	Satisfactory	Less Than Satisfactory	Don't Know
*Full-time	C.Stu.=125	10.4%	16.8%	7.2%	65.6%
Faculty	C.Fac.= 10	10.0	40.0	0.0	50.0
Part-time	C.Stu.=134	41.8	38.8	3.7	15.7
Faculty	C.Fac.= 13	30.8	69.2	0.0	0.0
Administration	C.Stu.=126	13.5	33.5	5.6	47.6
	C.Fac.= 13	53.8	38.5	0.0	7.7
Course Content	C.Stu.=127	33.9	41.9	8.7	13.4
	C.Fac.= 11	54.5	45.5	0.0	0.0
*Intercollegiate	C.Stu.=122	3.3	5.7	5.7	85.2
Athletics	C.Fac.= 9	0.0	16.1	0.0	88.9
*Intramural	C.Stu.=123	1.6	7.3	4.1	87.0
Athletics	C.Fac.= 9	0.0	0.0	0.0	100.0
Classroom	C.Stu.=129	24.0	50.4	5.4	20.2
Facilities	C.Fac.= 13	15.9	69.2	7.7	7.7
+Financial Aid	C.Stu.=123	6.5	10.6	3.3	79.7
Services	C.Fac.= 12	8.3	33.3	16.7	41.7
Admissions/	C.Stu.=128	14.1	48.4	10.9	22.6
Registration	C.Fac.= 13	15.4	61.5	7.7	15.4
+Library	C.Stu.=124	8.9	16.9	13.7	60.5
Facilities	C.Fac.= 13	16.7	33.3	16.7	33.3
Faculty	C.Stu.=125	12.0	27.2	8.8	52.0
Advising	C.Fac.= 11	18.2	45.4	9.1	27.3
Bookstore	C.Stu.=127	.8	21.3	22.0	55.9
	C.Fac.= 10	0.0	40.0	10.0	50.0
*Social	C.Stu.=124	3.2	16.9	4.8	75.0
Activities	C.Fac.= 8	0.0	12.5	0.0	87.5
+Counseling	C.Stu.=124	7.3	15.3	8.1	69.4
Service	C.Fac.= 11	18.2	18.2	9.1	54.5
*Student Union/	C.Stu.=124	.8	6.5	8.1	84.6
Lounge	C.Fac.= 8	0.0	0.0	0.0	100.0
*Clubs/Special	C.Stu.=124	3.2	9.7	7.3	79.8
Interest Groups	C.Fac.= 9	0.0	22.2	0.0	77.8
+Cultural	C.Stu.=124	2.4	10.5	8.1	79.0
Activities	C.Fac.= 8	0.0	25.0	0.0	75.0

+Limited Services in Willcox

*No Services in Willcox

"Don't know" responses are common among both part-time faculty and students. It must be remembered that many "dont know" responses are generated because of sevices that do not exist in Willcox. In areas where Cochise College students have knowledge, they report high levels of satisfaction. For example, when the categories of excellent and satisfactory are combined, 80.6% report satisfaction with part-time faculty, 78% report satisfaction with course content, 74.4% are satisfied with classroom facilities and 62.5% are satisfied with admissions and registration.

In twelve of the seventeen services listed, a majority of students responded "don't know"; and in nine of the seventeen services, a majority of the Cochise Faculty responded "don't know." Among students the most dissatisfaction was with the bookstore, and a surprising 55.9% responded "don't know." A bookstore operation in Willcox has existed since 1981. Among faculty, dissatisfaction was greatest with library and financial aid services.

Table 12: (Gen., Bus., H.S., C.Stu., C.Fac.) - How effective is Cochise College in meeting the following goals?

	"n"	Excellent	Satisfactory	Less Than Satisfactory	Don't Know
Teaching students to be good citizens	Gen. =125	10.7	42.8	2.7	43.7
	Bus. = 54	11.1	33.3	3.7	51.9
	H.S. =292	n/a	n/a	n/a	n/a
	C.Stu.=125	12.8	32.8	4.0	50.4
	C.Fac.= 12	25.0	58.3	0.0	16.7
Preparing students for initial employment	Gen. =299	13.4	41.1	5.0	40.5
	Bus. = 54	14.8	46.3	13.0	25.9
	H.S. =297	8.2	45.9	4.5	41.4
	C.Stu.=125	12.0	33.6	8.8	45.6
	C.Fac.= 11	18.2	72.7	0.0	9.1
Preparing students to attend a university	Gen. =297	13.2	41.1	5.4	39.7
	Bus. = 54	11.1	46.3	11.1	31.5
	H.S. =290	10.3	41.4	7.2	41.0
	C.Stu.=125	8.0	28.0	11.2	52.8
	C.Fac.= 12	33.3	58.3	0.0	8.4
Teaching students to upgrade skills	Gen. =299	14.7	42.5	3.3	39.5
	Bus. = 54	14.8	51.9	7.4	25.9
	H.S. =126	12.7	36.7	4.5	46.4
	C.Stu.=126	30.1	39.7	2.4	27.8
	C.Fac.= 13	46.2	46.2	0.0	7.6
Providing personal interest courses	Gen. = 0	n/a	n/a	n/a	n/a
	Bus. = 0	n/a	n/a	n/a	n/a
	H.S. = 0	n/a	n/a	n/a	n/a
	C.Stu.=130	27.7	35.4	12.3	24.6
	C.Fac.= 13	46.2	53.8	0.0	0.0

A similar pattern to the Table 11 question emerges when we examine goals. Again we see little overall dissatisfaction and a high percentage of all surveyed reporting don't know.

Table 13: (Gen., Bus.) - Have you ever attended courses offered at or through Cochise College?

	General	Business
Yes, at Douglas Campus	3.0%	3.7%
Yes, at Sierra Vista Campus	.7	5.7
Yes, at a community location	22.8	20.8
Yes, at Douglas & Sierra Vista Campus	0.0	0.0
Yes, at Douglas & Sierra Vista and a community location	1.3	3.8
No	72.1	66.0
Total	100.0% (n=298)	100.0% (n=54)

Of those having attended Cochise College the largest percentage in both groups attended at a community location (22.8% of the general population and 20.8% of the business group). Totaling all locations of attendance, 27.9% of the general population and 34.0% of the business people had attended Cochise College at some time and place.

Table 14: (Gen., Bus.) - If you have attended a course offered at or through Cochise College, are you still taking courses?

	General	Business
Yes	21.5%	11.1%
No, I completed my educational goal.	11.4	33.3
No, I found courses unsatisfactory	1.3	5.6
No, Cochise has offered no more courses that interest me.	22.8	27.8
No, personal reasons have prevented me from continuing to take courses.	36.7	22.2
No, two or more of the above reasons.	6.3	0.0
Total	100.0% (n=79)	100.0% (n=18)

Of those who have taken Cochise College courses, 21.5% of the general population surveyed and 11.7% of the business people continue enrollment. In giving reasons why they are no longer taking courses, a very low percentage (1.3% in the general population and 5.6% in the business group) found the course unsatisfactory. A more common reason is that Cochise College has offered no more courses of interest to the respondent.

Table 15: (Gen.) - Respondents in the general population having attended Cochise College by age.

Age	General
18 to 24	6.9%
25 to 44	37.5
45 to 65	37.5
66 +	18.1
Total	100.0% (n=72)

A wide age range of students attend Cochise College in this area, with 75% falling between the ages of 25 to 65.

Table 16: (Gen.) - Respondents in the general population having attended Cochise College by highest educational level.

Level	General
Completed eigth grade	4.2%
Completed high school	16.7
Attends a two-year college	11.1
Attended a two-year college	23.6
Completed two-year college	11.1
Working on a Bachelor's degree	11.1
Completed a Bachelor's degree	11.1
Additional degrees above B.A	11.1
Total	100.0% (n=72)

A broad range of educational levels is evident among the general population that have attended Cochise College.

Table 17: (C.Stu.) - Below are some general statements about Cochise College. Please indicate how you feel about each of them.

	"n"	Always	Usually	Rarely	Never
My instructor's class attendance is excellent	133	70.0%	27.8%	1.5%	0.0%
My instructors are well prepared for class	132	79.5	19.7	.8	0.0
My instructors are available for questions and comments during non-class time	128	60.9	30.5	7.0	1.6
My instructors expect too much from me.	130	4.6	5.4	40.0	50.0
My instructors welcome suggestions and comments	130	67.7	29.2	3.1	0.0
I have difficulty registering during the scheduled registration period	128	3.1	9.4	25.0	62.5
I have problems getting the classes I want because they are full.	128	1.6	5.5	23.4	69.5
Classes are generally scheduled at times convenient to me.	130	22.7	52.3	12.3	7.7
Classes are generally scheduled at locations convenient to me.	132	50.8	36.4	6.1	6.8

Cochise College students answered in a very positive manner when asked to comment on statements regarding instructors and the College. Questions concerning instructors were answered in a complimentary manner by 90% of the students. No statement scored less than a 75% positive response, and 87.2% of Cochise College students in Willcox feel that classes are always or generally scheduled at locations convenient to them.

Table 18: (C.Stu.) - Prior to this semester how many credits have you completed at Cochise College?

0 - 15 credits	84.8%
16 - 30 credits	4.0
31 - 45 credits	5.6
46 - 60 credits	2.4
60 + credits	3.2
Total	100.0% (n=126)

Only 15.2% of the Cochise College students in Willcox reported having completed sixteen or more credits at Cochise College.

Table 19: (C.Stu.) - For how many credit hours are you currently enrolled?

1 - 3 credit hours	63.6%
4 - 6 credit hours	28.0
7 - 9 credit hours	3.8
10 - 12 credit hours	2.3
13 - 15 credit hours	0.0
16 + credit hours	2.3
Total	100.0% (n=132)

More than 90% of Cochise College students surveyed in the Willcox area take six or fewer credit hours.

Table 20: (H.S.) - In helping you decide your future education, how important are each of the following?

	Viewed as Important	
Parents	71.1%	(n=287)
Teachers	55.4	(n=287)
College Counselors	50.3	(n=288)
High School Counselors	42.9	(n=277)
Friends	34.1	(n=287)
Catalog or Brochures	22.6	(n=287)

Parents, by far, were viewed as important by most of the students. Least important were catalogs and brochures. It is interesting that college counselors were viewed as important by more high school students than were high school counselors.

Table 21: (H.S.) - Do you plan education after you complete high school?

Yes, in the fall after high school graduation	40.3%
Yes, but not immediately after graduation	26.4
I am undecided at this time.	26.8
No	6.5
Total	100.0% (n=295)

When high school sophomores, juniors and seniors were asked if they planned additional education sometime after high school, 66.7% responded yes; but only 40.3% plan education immediately after high school. Only 6.5% responded "no" to continuing their education.

Table 22: (H.S.) - If you plan to attend college, which college are you planning to attend?

Not sure	23.2%
University of Arizona	16.2
Eastern Arizona College	15.2
Northern Arizona University	8.5
An institution outside of Arizona	8.5
Another institution in Arizona	7.7
Pima Community College	7.0
Arizona State University	7.0
Cochise College at Douglas Campus	3.5
Phoenix area Community College	1.4
Cochise College at Sierra Vista Campus	.7
Another Cochise College Education Center	.7
Total	100.0% (n=142)

The largest percentage 23.2% were not sure which institution they plan to attend. Most popular was the University of Arizona with 16.2%, second was Eastern Arizona College with 15.5%. Only a total of 4.9% plan to attend Cochise College, while a relatively high percent plan to attend an unspecified distant institution.

Table 23: (C.Stu.) - Select the statement that most closely fits your college plans for next year.

I will graduate and go (or continue) to work.	5.3%
I will graduate and go to a university.	3.8
I will be a full-time student (12 credit hours or more) at Cochise College.	2.3
I will be a part-time student (less than 12 credit hours) at Cochise College.	31.8
I will transfer to another two-year college.	6.8
I will transfer to a university.	6.8
I expect to take courses at Cochise College in the future, but not next year.	6.8
I do not expect to go to college	8.3
None of the above statements fit me.	28.0
Total	100.0% (n=132)

The 34% returning students (full or part-time) reflects the high rate of turnover among students at off-campus locations.

Table 24: (Bus.) - Which of the following statements best describes the efforts of Cochise College to serve your company's training needs?

Cochise College is making a serious effort to help us.	26.1%
The quality of what Cochise College has done for us has generally been good.	37.0
Cochise College could serve us better.	30.4
Cochise College seems to have little interest in serving us.	6.5
Total	100.0% (n=46)

Twenty-seven of the forty-six business people responding to the question saw Cochise College in a positive light. Of the eight not answering, six stated that they had no training needs; two felt they were not qualified to answer.

Table 25: (Bus.) - During the past two or three years, have you hired any people trained by Cochise College?

	Number reporting hiring Cochise-trained people
Finance/Insurance/Real Estate	5
Manufacturing	1
Public Administration	1
Services	1
Transportation/Communications/Public Utilities	1
Trade	4
Total	13

Of the fifty-four businesses surveyed, thirteen or 24.1% reported that they have hired Cochise College-trained people. All thirteen who had hired Cochise College trained people stated that they were satisfied with the employee's training.

Table 26: (Bus.) - Does your firm have difficulty finding qualified people to employ?

No difficulty	56.0%
Moderate difficulty	24.0
Extreme difficulty	22.0
Total	102.0% (n=54) (Adds to over 100 because one business responded in two categories.)

A majority of business people interviewed report having no difficulty in finding qualified people to employ. Types of workers reported as being difficult to find included: arid irrigation workers, grain co-op workers, heating and cooling workers, accountants, public administration workers requiring state certification, X-ray technicians, laboratory technicians, broadcasting workers, leather workers, experienced office help, part-time store clerks, experienced automobile parts workers, butchers and mechanics. It should be noted that most of those workers were reported as being difficult to find by only one business.

Table 27: (Bus.) - Do you look for some personnel outside the immediate community?

Yes	17.0%
No	83.0%
	(n=54)

It is interesting to note that 46% of the businesses reported some difficulty in finding qualified employees, but only 17% stated they look outside of the immediate community. Welders, bookkeepers, professional lenders, accountants, police, data processors, recreational specialists, X-ray and laboratory technicians, disk jockeys, reporters, graphics technicians, utility workers, auto parts workers, cobblers, equipment sales clerks, and mechanics are sought outside the community by at least one business.

Table 28: (Bus.) - Please look at the sheet I am giving you which lists courses offered during the last year or two by Cochise College. Have any of these courses served the training needs of your business?

	Number reporting yes
Agriculture	3
Construction	0
Finance/Insurance/Real Estate	9
Manufacturing	1
Public Administration (Government)	2
Services	2
Transportation/Communication/ Public Utilities	5
Trade	10
Total	32

Of the fifty-four businesses, thirty-two or 59% reported that Cochise College was meeting their training needs. Types of courses mentioned in order of frequency included business, math, communications, Spanish, and trade and industrial.

Table 29: (Bus.) - What skill level is required for employment in your business?

Little formal education is required.	30.0%
High school education is required.	65.0
Less than a two-year certificate is required.	11.0
An associate's degree is required.	6.0
A bachelor's degree or higher is required.	7.0
Total	119.0% (Businesses selected more than one category)

Only seven (13%) of the businesses interviewed reported that they required initial employees to have an associate's degree or higher. A high school education is the most common employment criterion.

Table 30: (Bus.) - What sources do you use to recruit employees who have appropriate job-entry-level skills?

Word of mouth	44%
Direct application	39
Advertising	35
Department of Economic Security	26
Present Staff	22
College or University	15
Secondary School	7
Unions	2
Other (trade journals)	2
Total	192% (Respondent could check more than one category)

Colleges or universities were only used as sources of recruitment by 15% of the businesses interviewed. It is interesting to note that only four (7%) reported using secondary school for recruitment although a majority of businesses reported a high school education required for employment.

Table 31: (Bus.) - From your recent job applications, do you find that there are too many people being trained for some positions and thus flooding the labor market?

Yes	18.5%
No	81.5%
	(n=54)

Only ten (18.5%) of the businesses surveyed reported too many people being trained for some positions. Positions mentioned include psychology, social science, skilled labor, secretarial, office help, clerk/typists, waitresses, teachers, beauticians, real estate salespersons, farm workers, mechanics, people over-educated for job in general.

Table 32: (Bus.) - Does your business offer on-the-job training for employees?

Yes	33.3%
No	72.7
	(n=54)

Table 33: (Bus.) - Does your business offer formal in-house training courses for your employees?

Yes	18.5%
No	81.5
	(n=54)

Table 34: (Bus.) - Do your employees receive job training from any organization other that Cochise College or formal in-house training?

Yes	33.3%
No	72.7
	(n=54)

Over 70% of the business people interviewed state their employees receive no on-the-job, in-house or training from an organization other than Cochise College. Of those receiving training from an organization other than Cochise College, a wide range of training was reported. Some examples include manufacturer or supplier courses offered in piano sales, irrigation, pumps, motel management, insurance and auto mechanics. Various association such as the Electrical Contractors, American Medical Association and the American Banking Association also offered courses.

Table 35: (Gen., Bus.) - Do you receive information about Cochise College from

Source*	General	Business
Newspapers	67.9%	72.7%
Friends (word of mouth)	62.9	64.8
Catalog or brochure sent to home	53.8	50.0
Local high school	31.4	48.1
Radio	30.8	37.7
Other	29.8	38.9
Employees of Cochise College	20.1	33.3
	(n=300)	(n=54)

*Ranked in order of general population responses

The greatest number of both the general population and the business people indicate they received information about Cochise College from newspapers. Second was friends (word of mouth), and third was catalogs and brochures sent to homes. "Other" responses included members of the Cochise College Board, Cochise students, children and grandchildren.

Summary: How effective is the present Cochise College effort in the Willcox area?

For the general population and business, quality rating are generally split between positive perceptions and "don't know." Negative impressions were reported by nine to thirteen percent of the fifty-four business surveyed. For college students and faculty, specific quality ratings were positive, but this feeling was tempered by a high "don't know" response. Effectiveness in meeting goals produced similar positive responses for all target groups, but again there was a high "don't know" response.

A relatively high portion of the general population and business people have attended Cochise College, and these groups show a broad range of educational levels. Current College students were very positive about instructors and the College in general. Three out of four College students are between the ages of 25 and 65 with more part-time evening students and those who take classes for personal interest. High school students are higher education directed, want to attend College away from home, but very few select a Cochise College Campus. One-sixth of all high school graduates favor attending the University of Arizona and Eastern Arizona College.

Business responses indicate a positive attitude toward Cochise College efforts, but slightly more than one-third feel the College could serve the Willcox community better. There is little demand from responding businesses for College education prior to employment, and two out of three businesses require only a high school diploma.

V. WHAT ADDITIONAL OCCUPATIONAL, AVOCATIONAL, CULTURAL, NON-CREDIT AND STUDENT SERVICES ARE NEEDED?

This section includes information concerning the importance of various services performed by Cochise College. The support for specific programs or policies such as non-credit courses, high school seniors taking Cochise courses and business sponsorhip of scholarships is measured. Business practices of paying tuition and promotion of personnel based on formal course work are assessed.

Table 36: (Gen., Bus., H.S., C.Stu.) - Cochise College performs a number of different services. How important is each to you?

Service	Percentage Reporting Important* General	Business	High School	C.Stu.
Educational opportunities for adults of all ages	89.9%	81.5%	n/a	75.9%
Career counseling programs	67.8	77.8	43.0	47.3
Job placement services	64.9	63.5	59.4	52.7
Remedial courses/reading writing/arithmetic	64.0	64.8	46.2	44.5
Financial aid services	55.4	50.9	47.3	44.1
Personal psychological counseling	45.3	44.4	24.9	22.7
Cultural activities	37.5	61.1	28.2**	27.9
Intercollegiate athletics	24.8	29.6	23.4	11.6
	(n=285)	(n=54)	(n=292)	(n=128)

*Ranked according to general population
**In high school questionnaire this question is labled social activities.

Providing educational opportunities for adults of all ages was viewed most important by the general population, business people and Cochise College students. High school students were not given that response and chose job placement as most important. Intercollegiate athletics was considered least important by all survey groups. It is interesting to note that counseling and job placement ranked high in all survey groups. Over two-thirds of the business people and the general population consider basic remedial courses important.

Table 37: (Gen., Bus.) - The following are reasons why people do not participate in college courses. How important is each to you?

Reason	Viewed as Important	
	General	Business
Courses too far from residence	55.7%	46.3%
Cannot afford to participate	50.3	27.8
Family obligations	37.4	30.2
Too busy with other activities	35.7	37.7
Courses not of interest	33.0	35.8
Courses at inconvenient times	31.4	37.0
Lack of child-care facilities	19.2	11.1
	(n=291)	(n=54)

The reason most people in both the general population and business surveys viewed as important for not attending college was "courses too far from residence." Lack of child care facilities was viewed by the fewest as an important reason for not attending college.

Table 38: (Gen., Bus.) - Would you like to see the non-credit program expanded?

	General	Business
Yes	69.7%	77.8%
No	10.8	16.7
Don't Know	19.5	5.6
Total	100.0%	100.0%
	(n=297)	(n=54)

A majority of persons surveyed in both groups supported the expansion of the non-credit program.

Table 39: (Gen., Bus.) - If you answered "yes," in what areas would you like to see non-credit programs expanded?

	Percentage in Favor of Expanding	
	General	Business
Home Economics	55.7%	51.2%
Personal Recreation	33.3	63.4
Manual Skill Development	48.6	56.1
	(n=210)	(n=21)

Given specific areas to be expanded, the general population most favored expanding home economics, while businesses favored manual skill development.

Table 40: (Gen., Bus., H.S., C. Fac.) - Should high school seniors be allowed to take Cochise College courses?

	General	Business	High School	C. Fac.
Yes	90.2%	98.1%	86.9%	90.0%
No	4.0	1.9	2.7	10.0
Don't Know	5.7	0.0	10.4	0.0
Total	100.0% (n=297)	100.0% (n=54)	100.0% (n=297)	100.0% (n=10)

A vast majority of all surveyed felt that high school seniors should be allowed to take college-level courses at Cochise College.

Table 41: (H.S.) - The following are statements describing how students plan to obtain money for attending college. Please indicate how each fits you.

	Agree	Disagree	Don't Know	(n)
I must work during the school year to attend college.	70.5%	14.0%	15.5%	193
My parents will pay only part of the cost of college.	51.8	29.8	18.3	191
I must have a student grant or loan to attend college.	45.6	33.2	21.2	193
I expect a scholarship to help pay my college costs.	36.1	27.2	33.6	191
My parents will pay the entire cost of my college.	11.0	74.3	14.7	191

Of those high school students who are planning to attend college, 70% must work during the school year to attend college, while only 11% stated their parents would pay the entire costs.

Table 42: (C.Stu.) - Have you ever applied for financial aid?

No	86.4%
Yes, but I did not receive assistance.	4.5
Yes, but I only received part of the assistance I needed.	2.3
Yes, I received the assistance I needed.	6.8
Total	100.0% (n=132)

Of the 13.6% of students applying for financial aid, two-thirds received some assistance.

Table 43: (Bus.) - Do you agree with the principle that local business leaders should sponsor scholarships in the following areas?

	Percentage Agreeing
For needy local students	81%
For academically superior students	76%

There is general agreement among all types of businesses that they should sponsor scholarships in both needy and scholarly areas.

Table 44: (Bus.) - Does your business currently pay tuition for employees enrolled in formal course work?

No	46.3%
No, but we would consider it	29.6
Yes	24.1
Total	100.0% (n=54)

More than 75% of the businesses surveyed do not pay tuition for employees, but over one third of these would consider doing so.

Table 45: (Bus.) - Does your business presently promote personnel based on formal course work they have taken to upgrade their job skills?

Yes	33.3%
No	66.7
Total	100.0% (n=54)

A third of the businesses interviewed promote personnel based on formal course work. In order of frequency, those businesses most likely to promote based on formal course work include construction, transportation/ communications/public utilities, finance/insurance/real estate, public administration and government.

Summary: What additional occupational, avocational, cultural, non-credit, and student services are needed in the Willcox area?

Of the services performed by Cochise College, providing educational opportunity for adults of all ages was viewed as important by the most people in all survey groups given that option. Job placement and career counseling are also viewed as important by numerous respondents in all survey groups. Intercollegiate athletics was viewed as important by the least number of people in each survey group.

"Course too far from residence" was the reason most respondents gave for failure to participate in college courses. "Cannot afford to participate" was the reason chosen by the second greatest number of the general population surveyed. Of the high school students surveyed, three out of four said they must work during the school year to attend college, while 45.6% said they had to have a grant or loan to attend college. Among these same high school students, job placement services were viewed as important by the greatest number and financial aid by the second greatest number. On a different note, only 13.6% of the Cochise College students in Willcox reported having applied for financial aid.

Business people generally support the principle that local business leaders should sponsor scholarships for needy and academically superior students. Almost a quarter of the businesses interviewed pay college tuition for employees, and another quarter would consider tuition assistance. Of the businesses surveyed, one-third promote personnel based on formal course work they have taken to upgrade their job skills.

A majority of both the general population and the business people surveyed would like the non-credit program expanded. There is also widespread support for allowing high school seniors to take Cochise College courses.

VI. WHAT COURSES AND PROGRAMS ARE NEEDED?

Data presented regarding this objective include willingness of respondents to take Cochise College courses offered at various locations and support for offering classes in Cochise County communities. Specific courses of interest are examined. Information concerning level of courses desired and scheduling preferences is also presented.

Table 46: (Gen., Bus.) - If Cochise College offered a course in your local community that you are interested in, would you take that course?

	General	Business
Yes	73.2%	88.7%
No	11.5	3.8
Don't know	15.3	7.5
Total	100.0% (n=295)	100.0% (n=53)

A high percentage of the general population and businesses report they would take a Cochise College course which interested them if it was offered in their local community. A low percentage report that they would not attend.

Table 47: (Gen., Bus.) - If a course of interest to you was not offered locally, would you attend at another location?

	General	Business
Yes, if offered at Douglas Campus	4.6%	0.0%
Yes, if offered at Sierra Vista Campus.	0.0	0.0
Yes, if offered at some other Cochise Community location.	13.5	9.8
Yes, if offered at any two or three of the above locations.	6.4	2.4
No, I prefer to attend another college.	1.8	0.0
No, I prefer not to attend.	63.7	82.9
I don't know.	10.0	4.9

A high percentage of both the general population and businesses state that if the course of interest were not offered locally they would not attend. A few would attend the Douglas Campus, and none would travel to Sierra Vista. The general population would be most likely to travel to another off-campus location.

Table 48. (Gen., Bus.) - Cochise College offers courses locally in Cochise County communities. What is your opinion on the continuation of the practice?

	General	Business
Expand	54.5%	69.2%
Continue at same level	43.4	30.8
Cut back	1.4	0.0
Eliminate	.7	0.0
Total	100.0% (n=297)	100.0% (n=52)

A majority of both the business and general populations surveyed felt that Cochise College should expand its program of offering courses locally in Cochise County communities. None of the business people and only 2.1% of the general population surveyed recommended reduced local program effort.

Table 49: (Gen., Bus.) - Would you be interested in taking courses in the following areas?

	Indicated Yes	
	General	Business
Foreign Languages	40.0%	51.9%
Fine Arts	37.0	38.9
Health Sciences	32.0	29.6
Vocational/Technical	31.7	46.3
Social and Behavioral Sciences	30.3	38.9
Agriculture	29.7	29.6
Business Management	27.0	66.7
Math/Science	26.8	37.0
Physical Education	25.8	25.9
Humanities or English	22.0	24.1
Secretarial/Office Skills	20.0	16.7
Other	14.7	38.9
	(n=300)	(n=54)

Foreign languages and fine arts were the most popular disciplines in the general population, while businesses selected language and then vocational courses. As might be expected, business management was the most popular area with business people. The least popular listed areas in both groups were secretarial/office skills and humanities or English. "Other" areas listed included computer science, local history, home economics and personal interest courses.

Table 50: (H.S.) - If you were to enroll at Cochise College, what five (or fewer) programs most interest you?

Included as 1 or 5 programs of interest

1. Computer Programming	48.7%	17. Emergency Medical Technician	12.1%
2. Computer Technology	32.7	18. Drafting Technology	11.1
3. Business Administration	29.6	19. Administration of Justice	10.1
4. Mathematics	25.6	20. Nursing	9.5
5. Electronics Technology	24.6	21. Spanish	9.0
6. Welding	22.1	22. Airframe and Powerplant	8.5
7. Social Work	20.6	23. Humanities or Philosophy	8.0
8. Secretary/Office Ed.	20.1	24. Biological Sciences	7.0
9. English/Communications	20.1	25. Chemistry	7.0
10. Other Trade/Industrial	20.1	26. History	5.0
11. Agriculture	18.1	27. Sociology	4.5
12. Physical Education	18.1	28. Political Science	3.5
13. Music/Drama	17.6	29. Fire Science Technology	3.0
14. Professional Pilot	17.1	30. Geography	2.0
15. Psychology	15.6	31. Geology	1.5
16. Art	13.1		

The high school student's choice of most popular courses shows a strong preference for programs which relate to potential employment demands. Of the top ten programs, eight were vocationally oriented which can be contrasted with the more academically oriented preferences of the general population.

Table 51: (Bus.) - What type courses do you or your employees need?

	Number Reporting Need
Short-term training sessions	18
Courses for upgrading a skill	22
Courses leading to an associate degree	10

Many businesses reported needing courses in two or three of the above categories. Of fifty-four businesses, twenty-four (46%) reported needing some type of course. The ten businesses which needed courses leading to an associate degree expect to hire around fifty-three total new employees in the next three years.

COMPLETE LISTING OF COURSES NEEDED BY BUSINESS

Generally, the same kind of courses were listed under needs for short-term sessions and needs for up-grading courses. The most commonly listed courses included computer training, business management, Spanish, office skills and English. Under courses needed leading to an associate degree, most commonly named were business, computers and accounting. Courses are grouped according to individual business respondents' needs.

SHORT TERM

Office skills, typing, calculators
Introduction to data processing
BASIC computer language
Electrical, heating and air conditioning, solar, sheetmetal
Electrical workshop
Visit farmers about planting November to March while people are still in school.
Special mechanical (automotive) course
Spanish, office skills
Cashiering
Drafting, electronics, auto mechanics, Spanish, math (from courses listed as being taught in the area).
Business, Spanish, English, American Institute of Banking credit courses.
Computer operation, sales
Water, waste water, auto mechanics, leadership, personnel, management training, public administration
Bookkeeping, programming, computer training on a clerical level
Technical before planting
Special leather working
Business skills

COURSES FOR UPGRADING A SKILL

Office skills
English, spelling
Computer programming
Basic electronics
Technical maintenance of farm equipment.
Computers
Spanish
Bookkeeping
Drafting, electronics, auto mechanics, math
Business, Spanish, English, banking
Computer operations, sales
Water treatment, auto mechanics, management, administration
Bookkeeping, computer training at clerical level
Agriculture
Leather working
Basic English
Spanish
Electronics
Business English, principles of management, typing, word processing, intermediate algebra
Real estate license renewal
Introduction classes could be condensed and used in a shorter format (business, data processing, etc.)

COURSES LEADING TO AN ASSOCIATE DEGREE

Drafting, electronics, auto mechanics, math
Business, banking, accounting
Business, sales, computer, broadcasting
All areas but basically accounting and job related (city government)
Accounting, programming
Lab technology (medical), computer courses
Business and psychology
Business
Motel work

Table 52: (C.Fac.) - Are there existing programs and/or services at Cochise College which you believe should be expanded and/or strengthened to better serve our community?

"Computers - Have more computers available."
"I believe you should make Cochise College better known to the community."
"Faculty advising - nonexistent for off-campus unless initiated by students."
(Three comments were made out of thirteen faculty responding to the survey.)

Table 53: (C.Fac.) - Are there programs and/or services which you believe Cochise College should add if it is to adequately serve the community?

"More fun type classes - hobby type."
"More programs offered in Willcox in Nursing."
(Two comments were made out of thirteen faculty responding to the survey.)

Table 54: (C.Fac.) - Are there existing programs and/or services offered by Cochise College which you believe should be eliminated or reduced?

No comments made by faculty.

In comments from the thirteen responding college faculty, the most significant aspect of tables 52 to 54 is the lack of comments.

Table 55: (Gen., Bus.) - If you were to take a Cochise College course, what level would it be?

	"n"	Like	Don't Like	Doesn't Matter
College credit for a two-year degree.	Gen=287	29.3%	54.4%	16.0%
	Bus= 49	4.1	55.1	40.8
College credit for a university degree.	Gen=287	20.9	63.1	15.7
	Bus= 49	10.3	51.0	38.3
College credit courses for personal reasons.	Gen=287	53.0	33.8	12.9
	Bus= 49	63.3	12.2	24.5
Non-credit courses	Gen=287	31.0	33.8	16.4
	Bus= 46	41.3	21.7	37.0

College credit courses for personal reasons appeal to the most people in both groups; the second most popular level was non-credit. It appears that the general population is not strongly degree oriented.

Table 56: (C.Stu.) - What is your primary educational goal?

Improving existing job skills	11.9%
Preparing for future job	21.5
University transfer credit	11.1
Personal interest	50.4
Two or more of the above	.7
Other	4.4
Total	100.0% (n=135)

As noted in Table 55 above, for the general population, a majority of Cochise students in Willcox are taking courses for personal interest. Under "other," answers included "just for fun," "starting own business," "trying to find career interest," and "graduation from high school."

Table 57: (H.S.) - What type of work would you like to be doing five to ten years from now?

Semi-skilled labor (usually learned on the job)	7.9%
Skilled labor (technical education required)	23.3
Self-employed (farming, ranching, salesperson, etc.)	10.8
Business (management, owner, bookkeeper, etc.)	25.4
Professional (lawyer, medical doctor, teacher, etc.)	24.7
Military service	5.0
Homemaker	2.9
Total	100.0% (n=279)

One out of four high school students surveyed would like to be in business, and a like number selected professional and skilled labor. It would appear that today's high school students have high expectations with 73.4% selecting occupations requiring additional education. It is also interesting to note that only 2.9% would like to be homemakers, even though females made up 49% of those surveyed.

Table 58: (C.Stu.) - When do you prefer to attend classes?

Morning	30.3%
Afternoon	3.8
Both morning and afternoon	7.6
Evening	51.5
All of the above	6.8
Total	100.0% (n=132)

VII. OPEN-ENDED GENERAL COMMENTS

All target populations surveyed were asked for open-ended comments at the end of each survey. An analysis of those comments follows. A list of comments from questionnaires is located in Appendix B.

Table 60: Comment Response Rate

	Total "n"	Number Making Comments	% Making Comments
General Population	300	85	28.3%
Business	54	36	66.7
Current Cochise Students	135	35	25.9
High School Students	298	67	22.5
Total	787	223	28.3%

Of the groups interviewed, business people were most likely to make additional comments and high school students the least likely. Most comments were short and related to only one topic. However, some were long and related to two or more topics. These comments were grouped according to perceived dominant topic.

Table 61: Comments Grouped by Major Topic

	General	Business	C. Stud.	H.S.
Need for more or specific courses	35.2%	38.8%	40.0%	7.5%
Generally positive comments	18.8	5.6	17.1	22.4
Need for more or better services	11.8	0.0	22.9	4.5
Need for more information or publicity	11.8	11.1	8.6	32.8
Need for campus and/or full-time administrator	10.6	33.1	0.0	1.5
Generally negative comments	5.9	5.6	5.7	19.4
General comments	5.9	5.6	5.7	11.9
Total	100.0% (n=85)	100.0% (n=36)	100.0% (n=35)	100.0% (n=67)

The topic mentioned most frequently by the general, business and Cochise College student group was the need for more or specific courses. High school students most frequently mentioned the need for more information and publicity. The second most-mentioned area by the general population and high school students was generally positive statements about Cochise College. In the business population need for a campus or full-time administrator, was the second most-mention topic. For Cochise College students the need for more or better services was the second most-mentioned topic. High school students were unique in their large percentages of negative and general comments and their low percentage of comments relating to need for more specific courses. Conversely, high school students also offered the highest percent of generally positive statements and statements relating to a need for more information or publicity.

Summary: Open-ended general comments.

The response rate and topics of response varied greatly among group surveyed.

VIII. PROJECTIONS

This section contains three projections. First, a population projection for the City of Willcox and the census districts of Willcox and Bowie based on prelimenary 1980 census data is presented. Second is a projection of graduating seniors based on past high school graduation records. Third is a projection of high school students who will attend Cochise College in the fall after graduation.

Figure 18: Population Projection

Year	1970	1980	1981*	1982*	1983*	1984*	1985*
City	2568	3275	3329	3379	3454	3525	3595
Census District	6230	8406	8545	8673	8866	9048	9235

Year	1986*	1987*	1988*	1989*	1990*	1995*	2000*
City	3707	3783	3865	3940	4083	4454	5012
Census District	9515	9710	9920	10,112	10,479	11,432	12,865

* Estimates

City population estimations were made by the Cochise County Planning Office. Their projection was based on a model that used two primary sources of information. First, preliminary census data from 1980 were examined to determine the age distribution of the population. Second, information regarding economic conditions was considered. According to Den Zehentner of the SEGO Research Office, figures obtained in this projection may be overly optimistic for two reasons. The preliminary census data used has since been adjusted downward and expected economic developments in the area failed to materalize fully. Population projections are constantly being up-dated, and a revised population projection is expected in the early part of 1983.

For census districts (Bowie and Willcox), population estimates were calculated by a ratio method. The ratio of Willcox city population to Census district population in 1980 is assumed to remain constant in the years projected. The exact ratio calculated is 1 to 2.56667176.

High School Enrollment Projection.

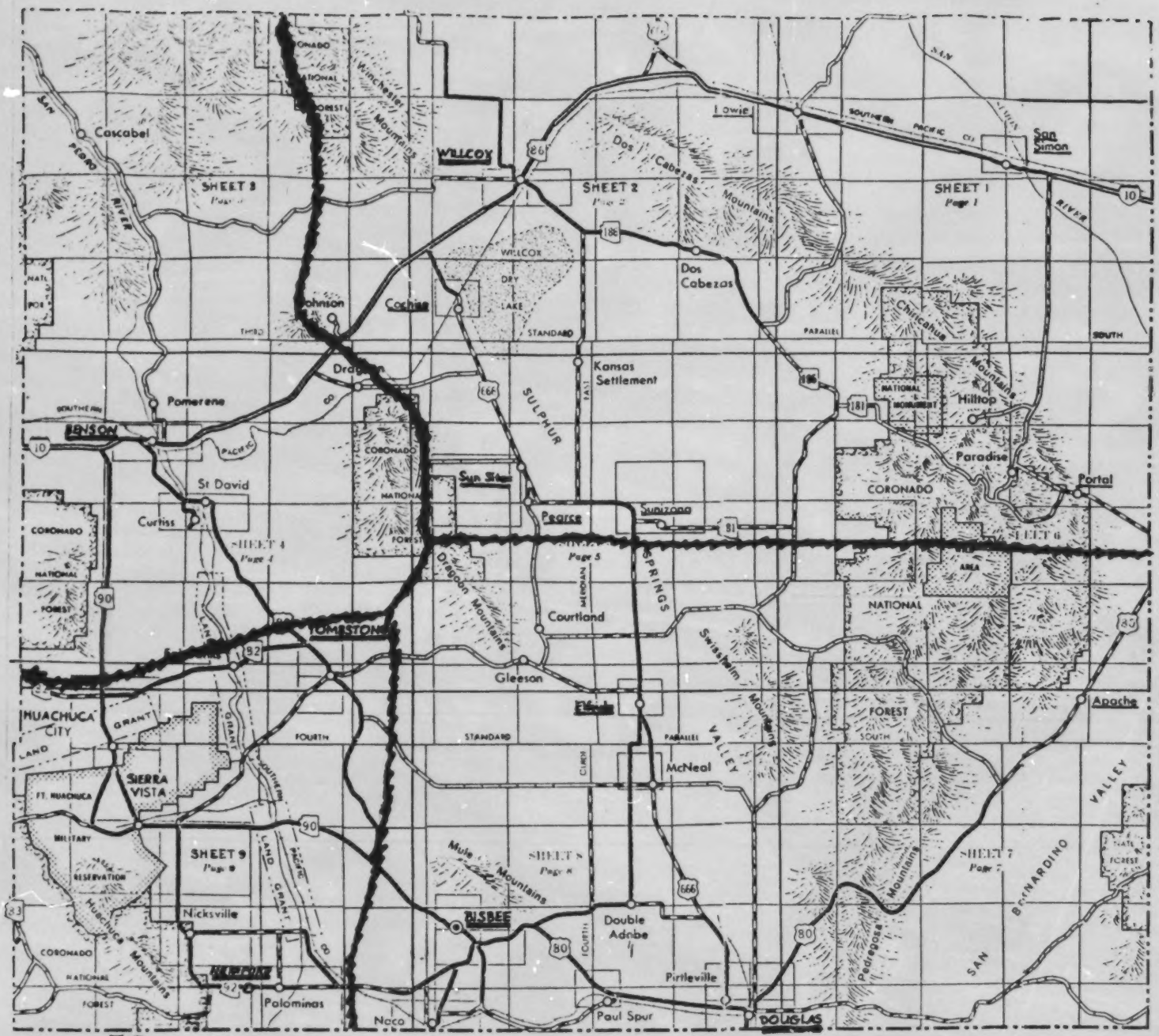
In attempting to project high school enrollment, school districts were asked to supply historic information on the numbers of students graduating at each grade level. Only the Willcox district was able to supply information dating back far enough to conduct an adequate trend analysis. Thus, differing enrollment projection methods had to be employed for the other districts.

The Bowie and San Simon projections are based on the average graduation class size for the last four years. While this is not as sophisticated a method of projection as elsewhere in this survey, it is acceptable because of the small number of students involved and the lack of any otherwise noticeable enrollment pattern.

The method for predicting graduating high school seniors is based on a "cohort survival" method used by insurance companies to develop actuarial tables. The method assumes that the students promoted in a particular year depends totally on the number of students promoted in the previous grade during the previous year. For example, the number of promoted from Grade 12 in 1980 would equal "A" x Promotions from Grade 11 in 1979 + "B." A and B are constants depending only on the grade and not the year. To determine the constants A and B, one takes the Grade 12 promotions for each year and pairs them with the Grade 11 promotions for the previous year. Considering these pairs as points on a graph, one finds the best line of fit, that line which minimizes the variance of the data. This is accomplished by squaring the distances of the points in relation to the hypothetical line, a method known as "standard least squares."

APPENDIX A

SURVEY BOUNDARIES



SURVEY BOUNDARIES

Population by 1980
U.S. Census Division

Benson	9,459
Bisbee	14,591
Bowie	1,469
Douglas	17,703
Elfrida	1,608
Tombstone	34,970
Willcox	6,937
Total	86,737

APPENDIX B

ADDITIONAL COMMENTS*

*Comments naming specific persons were not included.

GENERAL POPULATION

ADDITIONAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES

Do a good job in fields they offer. Need nursing and aviation in Willcox. Willcox part-time teachers are qualified.

Willcox needs more college courses.

Hope they expand Willcox program for all ages.

Transfer courses need to be increased. Should survey businesses to find out what they need in the way of training. Especially those that have 20 or more employees. We need two semesters of college English (writing) and math in Willcox.

Offer more classes to outlying areas.

Need more variety of courses, but doing a good job.

Need more classes and lower prices.

Strengthen courses in foreign languages.

Home skills needed. Agriculture subjects needed -- livestock, soil.

Glad to have the college. I would like to see courses extended.

Need nursing aid or physical therapy course.

Every semester offer a course that has not been offered before -- basic economics, anthropology, 4th semester Spanish.

Hang in there. Get the best instructors you can. I would like a welding class.

Offer degree programs, especially in general studies.

Need more programs, need nursing training, therapy training.

Offer more courses for people who are interested.

Need more courses.

I would like to see Cochise expand.

Some courses are not offered which my customers and friends would like to see offered; some were cancelled, which was disappointing.

Please offer more courses in Willcox.

Offer summer school classes so college and university students can take them and still be at home for summer.

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES . . . Continued

Hope that programs and courses here in this area could be expanded.

Geographical location needs more offerings in health care, administration and business.

Need more computer, nursing, and fine arts classes. Need more publicity -- a lot to expand.

Open health care field. We need more health services in Community.

Want program expanded to San Simon.

Please offer courses in San Simon. Teachers need some for recertification.

Agricultural welding might go over well.

Spanish courses needed. People don't want to drive at night. Like courses at arts and crafts building in daytime.

Would like to see more technical courses offered at night, but satisfied with current course I am taking.

EXPRESSIONS OF A POSITIVE NATURE

A community college is a good idea. Everything I have heard is good.

Keep up the good work.

I have no complaints.

Have heard good things about Cochise College. If younger, I would take more classes.

A good general education is offered. They are doing a good job.

I am glad it is here and continues to offer courses, especially for the young people.

I have not heard anything bad.

I have heard good reports about the college. The availability of education is important.

Keep up the good work.

The coordinator has done an outstanding job in the courses offered here in Willcox.

EXPRESSIONS OF A POSITIVE NATURE . . . Continued

Keep up the good work.

Cochise College has improved since beginning in 1960's.

Excellent nursing, flight mechanics programs.

Glad it exists, good for whole area.

Daughter took class in Elfrida and was well pleased.

Don't really know anyone going now, but from what I hear they are doing a great job from the few people I talk to.

EXPRESSIONS OR NEED FOR MORE OR BETTER SERVICES

There is room for improvement in Willcox. Minimum number of students should be more flexible for extension classes.

Need a smaller minimum number for classes.

Lack of communications to outlying areas -- especially books.

Extension classes should go with fewer than 8 if the course is important. Would like a chemistry class. I appreciate the opportunity to express myself.

Should have more coordination of activities between administrators and teachers. Should be encouraging non-professional people or retired people to teach, rather than regular teachers. Classes need to be held full. Teachers tend to be lax. Cochise needs to look more at training and job-related programs. Emphasize trades and vocational and business areas.

Need quality control of instructors and subjects.

Need more reasonably priced courses for those who don't care about credit (senior citizens, etc.).

Need more check by liason person on courses. Need more drama group visitations. Would like to have another college catalog sent to me.

Not high quality teachers always sent to smaller communities. Generally pleased with college.

Parents need to be kept informed of student's progress.

EXPRESSIONS OF NEED FOR INFORMATION OR PUBLICITY

Need more publicity. Lack of information may be a factor in re-enrollment.

Should put more information out about local courses.

Advertise more so people will know what is available to them, especially in local communities.

I would like a catalog.

Need more information on what is offered. Need more fundamentals for middle-agers. Efforts should be expanded.

People are not aware of what is offered. Need more advertisements.

More information and advertising needed, not enough people are informed.

Wish I knew more about it.

Need more visibility -- more media ads, mails.

In Portal, lack of interest is due to the geographic split between New Mexico and Arizona. Advertising expansion should be used to let the people know scheduling.

EXPRESSIONS OF NEED FOR CAMPUS AND FULL-TIME ADMINISTRATOR

Need to offer more. Need to have our own facilities. Would like to see branch campus here. Many individuals are going to trade schools in Tucson. Emphasize more adult education and work related courses.

Definite need for college here.

Need to expand Willcox branch.

Need to have a campus here for our children.

Put a campus here in Willcox. Offer more courses.

It is important to have a college here.

I want a campus up here. Need improvement in instruction in arts area.

Larger "campus" is needed. In scheduling, consider that the community is made up of many older people who do not like to drive at night. Car pool services are needed. Many low income agricultural people are in need of skills pertaining to their farms, ranches, and orchards.

Need a campus in Willcox; it would help economics, people and students. Need a better choice of classes and theater, etc.

GENERAL POPULATION

ADDITIONAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEGATIVE NATURE

I have heard about problems in transferring courses to universities.

The college needs to be centrally located, in a bigger place so students have recreation. Being so close to the border breeds crime and drugs.

The Campus should be located more centrally in our county.

Course I took was very unorganized. I would not take course again unless changes are made.

Willcox classes treated as unimportant branch of college.

EXPRESSIONS OF GENERAL NATURE

I am out of the age group to attend college.

Too old to be taking any classes.

I am retired and college is of no interest to me personally, but I would like to see it continue to improve to help younger people.

Meet the needs.

In Portal many people attend classes in New Mexico -- it's closer. California does not charge tuition at community college level. Need in Portal for continuing education is not all that great due to the number of people in the scientific community already holding degrees.

In the general population, 85 out of 300 interviewed made additional comments.

BUSINESS PEOPLE

ADDITIONAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES

Earmark courses that would be attended primarily by people in health care, real estate, accounting and computers. Pottery is a good public relations course, but you should offer courses that raise their educational level.

Bringing electronics courses here would be good. More computer courses and basic ground school for aviation are needed. If we could motivate large employers to offer pay incentives to employees who upgrade their skills, we could fill the classes.

You do a good job, but we need more mini courses and more courses tailored to the specific needs of our community. Community needs to be more aware of Cochise College services available.

You don't offer enough course offerings for the academically oriented student. Continuing education is, however, satisfactory.

I would like to see an electronics program offered in Willcox. Cochise College is primarily interested in Aviation and would not meet community's needs in a satisfactory manner.

IBM 32 and 34 are now in Willcox. RPG computer language was of interest, but the class did not make. People are still trying to get this class together.

Would like to see real estate class offered here in Willcox.

Because of Mexican community, some subjects are more needed -- Spanish. Job training offered to improve skills -- I like that.

Should give more courses. Our sorority was helping a girl who was too tired to work all summer. Alot of kids don't pay back loans anymore.

Need mechanics update course to work on new cars including small diesel engines, fuel injection, etc. Need computer classes.

Trades (sheet metal, electrical carpentry, air conditioning, solar, plumbing should be offered in this area. We need ground school for flying. I know quite a few people that would be interested in ground school.

Emphasis on vocational education would be a great help to Willcox and the county. Feel that the College is doing a good job for Willcox, but would like to see emphasis on neglected areas -- food science, food services and training.

Keep offering business courses and look into hotel-motel management courses. Feel the college is located too close to Mexico, therefore, Willcox students go elsewhere to avoid this influence.

Need more technical-mechanical courses in support of agriculture.

BUSINESS PEOPLE

ADDITIONAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR CAMPUS AND FULL-TIME ADMINISTRATOR

Need Cochise College Annex and better publicity.

Cochise College needs a full-time administrator in Willcox. We need a campus here.

Would love to have a campus here in Willcox -- at least a full-time administrator.

Would like to see a higher Cochise College Profile -- best of all: a branch campus. Need to raise pay of part-time faculty, just for prestige and so the salary is not an insult.

I support the Community College concept and would like a branch campus.

Create a Willcox campus, expand offerings.

Need a full-time administrator. Cochise College instructors are underqualified because they are local and your pay scale attracts only mediocre talent. Please send photo exhibits and dramatic productions to Willcox.

Need to expand facilities and course offerings. Separate college would be good because it would bring more professional people into community. Need to educate agricultural people in business end.

Need to offer more classes. Separate campus would improve the learning process.

Willcox Campus needs full-time administrator to agressively promote expansion. Willcox Campus needs facilities separate from public school activities. Minimum number of students required for classes to "make" needs to be reduced. Salaries for part-time instructors need to be increased to compensate for course preparation and as an incentive to attract more competent instructors.

Would like a full-time administrator. Would like to see a campus in Willcox.

Would like to see full-time administrator. Need cosmetology class in Willcox.

EXPRESSIONS OF NEED FOR INFORMATION OR PUBLICITY

Want to see Cochise College more active and more visible in the community.

I missed January 1982 course offerings, usually a sheet in local paper.

Hold open house at least once a year (take the school to the public) for the purpose of orienting the public about Cochise College.

Need more visibility in cultural area. More vigorous recruitment of high school students. Publicity of athletic program very poor. Image poor before new president, now improving.

BUSINESS PEOPLE

ADDITIONAL COMMENTS — GENERAL QUESTIONNAIRE

EXPRESSIONS OF A POSITIVE NATURE

The school system in Willcox is outstanding. Basics should be stressed.

Any growing institution is figuring out where it is going, upgrading personnel and administration -- it is just a matter of time.

EXPRESSIONS OF A NEGATIVE NATURE

Willcox as a whole is under-educated.

Proximity of Douglas Campus to the border is a drawback. Drug problem is also a drawback. Not too many complaints.

EXPRESSIONS OF A GENERAL NATURE

Get kids day time classes so that they don't have to drive back and forth.

We are a small community, I realize that Cochise County is very large.

Out of the 54 business people interviewed, 36 made additional comments.

CURRENT COCHISE STUDENTS IN WILLCOX

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES

We need a shorthand course and also an English course to fit our secretarial needs.

Need more choices of classes at community locations.

Need more high school level classes in community college.

Make available to the community campus a greater course variety, more special interest courses, more shop/male oriented courses and a wider range of academic courses, such as anthropology, comparative theology, etc.

We need more administration of justice classes at Willcox center.

Night courses on computer programming or courses related to such are needed.

Would like more (education field) classes given.

I would like to see Cochise College classes at Sunsites that would lead to an A.A. for those of us who hadn't the opportunity to do so earlier in life. Part-time basis would be fine -- 6 credits a semester. Publicity is everything and seriously lacking at Sunsites. I feel this is the reason for earlier failure.

I would like to have more courses in the science and math area in the extension centers (such as pre-calculus math or review for calculus) and that those courses be permitted to "go" with fewer than eight students. I would like to have other special interest classes in home maintenance, P.E. for older people (volleyball is OK when made up of people near your own age, but no way can I keep up with the 18 to 20 year olds). I would like to see more library material made available to extension centers and particularly those mentioned in the texts.

I would like to see more electronics and computer courses.

Have more courses like woodworking, pottery, leather craft, more craft classes. Poll people of Willcox and other areas as to what they actually are interested in, this questionnaire is general to the Douglas Campus and does not relate to Willcox or Sierra Vista or the rest of the county.

Need more selection of classes and not conflicting with other classes of good selections on the same night (something hard to do).

Please offer art and business courses in San Simon.

Some art and business courses would be nice in San Simon.

COCHISE STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR SERVICES

Double check payments made to Cochise College before sending out letters saying "you still owe us for tuition and books". It causes hard feelings and time in clearing up the matter when it wasn't needed in the first place.

I think the school evolves too much around sports. Everything is sports, sports, sports.

For some courses it would be a benefit to have two semester courses, this way there would be more time to go over the information in class.

I think the College could be more considerate of the instructors. If an instructor needs something, they have to go miles to pick it up and not one person showed up from the bookstore or to register the class. The instructor had to do it all. The books were the wrong ones, but the teacher was able to teach us with what we had.

I think Cochise College needs to have some courses available by mail, since I have tried for over three years to get courses for my degree. I have been told repeatedly they would become available next semester, but next semester never comes. I enjoy the classes I have taken and they are a challenge, but I would like to see a wider selection of courses offered to the community classes. Also, the advisors should give the same advice: each time I get an advisor, I get "oh, disregard that". This isn't helping me. Also, the bookstore could be improved. I have had trouble obtaining workbooks to go with the textbooks.

Need better bookstore and the same counselor each year for advice.

I feel it would be the advantage of the college and the people to take a survey of the courses people are interested in taking. This could be done by having a questionnaire printed in the newspapers.

COCHISE STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF A POSITIVE NATURE

I am grateful that Cochise College has come to Willcox as it will give me some experience in my future college years.

I would like to thank the college for making it possible for people who have full-time jobs to take night courses.

Our instructor is doing an excellent job.

I think Cochise College provides an excellent opportunity for young people and adults that are still trying to fulfill their dreams.

I am very grateful to have college classes in Willcox and Cochise.

This is my second year of art and I feel the instructor is doing an excellent job of teaching.

EXPRESSIONS OF A NEED FOR INFORMATION OR PUBLICITY

I think the College is doing a good job and prospering, but I don't hear that much about it. I rarely hear about Cochise College, and I'm a student here.

Perhaps more advertisement as to the advantages of college courses to the smaller towns will help bring more people to classes so some classes will not be dropped because of lack of enrollment, which is Willcox's main problem.

I wish that there was a method that would generate greater interest in the Willcox area, so a greater number of people will attend.

EXPRESSIONS OF A NEGATIVE NATURE

I feel that the text for my class was not appropriate. The class or the instructor should be able to choose a text that would aid learning, rather than hinder it.

I would like to say that Cochise College does not have very many interesting courses to choose from in Willcox, and the ones they have are kind of boring.

EXPRESSIONS OF A GENERAL NATURE

I work full time and will continue to do so. However, for job advancement and my personal goals, I want to receive a degree (4 year).

I haven't been on campus, but would like to see it in the future.

WILLCOX AREA

HIGH SCHOOL STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR INFORMATION OR PUBLICITY

I would like to hear from a representative from this college.

I really didn't know much about it, and they should let juniors and sophomores know about it so we can answer questions more adequately.

I do not know enough about your college to attend it in the future. I need more information.

I really don't know too much about Cochise College, but I answered the questions truthfully and the best I could.

I think that somehow Cochise College should send information to my school (Willcox), so that myself and other people could get to know alot more about Cochise College, since it is a smaller university and you don't hear much about it in Willcox. I would like to find out more about Cochise College, since I am considering attending there and I think it would be nice if I could get some information.

Cochise College is something you hear the name, but never hear anything about. I've not heard anything about Cochise College.

I plan on attending Cochise College, but the only way I heard about your school is through friends and stuff in the mail, until I went to the college career day in Willcox. You should have a representative come down to Bowie and let the kids know about your school. Let them know what you offer in classes and things. Let them know you're not as expensive as other schools, things like that.

Tell us more about the College and some benefits we could have. Also, tell us how much it costs and what kind of classes we could take.

Cochise College had a presentation to the senior class, not too long ago. I would really like to hear more. Can you send some more information other than a brochure?

I would like to know a little more about the College because I know little about it.

I don't know very much about this college.

I haven't been sent anything pertaining to Cochise College. I have been sent alot of information from all the other colleges except Cochise.

I feel your college might benefit more if you start explaining to high school students about your college at the beginning of the school year, instead of at the end.

I think more publicity and high school relations is needed.

WILLCOX AREA

HIGH SCHOOL STUDENTS

EXPRESSIONS OF NEED FOR INFORMATION OR PUBLICITY . . . Continued

I would like to have more information about the College.

Like to hear more about the college and the classes it has.

I would like to find more about this college. I wonder if someone who has already attended E.A.C. for two semesters be interested in attending Cochise College.

If there is anyway you could inform the people about it more, it would help. Also, alot of people don't even know much about it to even answer these questions correctly. If you would make your survey easier to follow, I think it would help.

I will be taking night classes next year from your college, but at the present I have little knowledge of your program.

I don't know too much about Cochise College. I would like you to send more information about it to our school.

I think Cochise College should send more information to our school. I really don't hear much about this college.

I think that there should be more information given, not only available to students. Talks in class by the counselors about the college would be very helpful.

EXPRESSIONS OF A POSITIVE NATURE

I think Cochise College would be able to educate anyone who is willing to learn and do something with their life. If nothing else, I think Cochise College would be a nice place for night courses.

I am glad that Cochise College is providing night classes here in Willcox.

Seems like a place to start with.

I think the aviation program is very good, and I would go just for that reason.

From what I have heard of Cochise College, it sounds like it's one of the best in Arizona. Because some of my friends attended, they now have a good occupation. This survey was answered honestly.

I have heard that Cochise College is a well-kept campus and the people I know who attend there, enjoy it.

I think it is super that you have the art program in our high school. I think you care about your students and you have a very excellent board.

Being a junior in high school, I find my future in the work of hopeful communications very important. To me, I would like to be able to take night classes during my senior year to better prepare me for the field. I find that you have been very helpful in letting high school students do this.

WILLCOX AREA

HIGH SCHOOL STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF A POSITIVE NATURE

I feel the programs offered from Cochise College here are a great help to the community and to people in certain binding predicaments, not allowing them to presently attend other educational establishments. I thank Cochise College and the high school teachers for their time with teaching college courses and I hope to see more programs similar to these arise from these foundations.

Great rodeo team.

Keep up the good work.

Cochise College does visit our school to clearly tell the students about their college and there may be some students who do not know the benefits of college. Its costs are low so that it can help poorer, smart students attend college.

I am not too knowledgeable about Cochise College, but from what I hear it does a good job.

I have heard a little about Cochise College and from what people have told me, it sounds like a good college to go to. Cochise College would be one of my choices to go to if I decided to go to college. Another college I wouldn't mind going to, is Chaparral Training School.

I have heard that it is all modern. I think this is good. I have some friends going to Cochise College. They said it is a nice college and that it is more advanced than most junior colleges.

EXPRESSIONS OF A NEGATIVE NATURE

Cochise College is stupid.

I won't be going to Cochise College!

I have been informed that the location in which it is located at the Douglas Campus is very unbalanced in the way of races. Such as Spanish and Americans that don't get along.

I think it has an excellent education program, however, the location of your college is what cheapens the college.

Too far to go.

The campus is too far down close to the border and not everyone likes Douglas. There are alot of people who don't even like Douglas at all. And there are not automotive trades or big vocational trades.

The place is in a bad location and I dislike the college.

I would be more apt to attend a college in Willcox than the slimy border town of Douglas or Sierra Vista.

WILLCOX AREA

HIGH SCHOOL STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF A NEGATIVE NATURE . . . Continued

I don't like the town that Cochise College is located in. I think the college is too small and I do not like small things.

I feel the location of the main campus of Cochise is the biggest detriment to enrollment. Most students would like to attend a college in a city large enough to afford them an active social and cultural life.

It seems like the only thing that really interests you people is your sports program. Everything in schools evolves around sports, sports, sports,

Cochise College appeals to me because it is close to home. However, my knowledge about it is somewhat limited. Also, the Douglas area doesn't appeal to me. To put it bluntly, Douglas is scumby.

Don't put on of your campus in this town, because it is nothing more than a bunch of bull.

EXPRESSIONS OF A GENERAL NATURE

Do you have a football team?

What is Cochise College?

Change the name to Ohio State

Why do we fill out these things?

I need a rodeo scholarship in order to attend your school.

This is an excellent survey.

I moved here two months ago and have not heard of it.

I think Cochise College has some important qualities. But I would have to go to a college of higher specifications to become the professional that I want to become.

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES

You need a program in energy-oil, coal and sun.

Do you have any night classes?

They could add aviation courses to their night classes.

WILLCOX AREA

HIGH SCHOOL STUDENTS

GENERAL COMMENTS GENERAL QUESTIONNAIRE

EXPRESSIONS OF NEED FOR MORE OR SPECIFIC COURSES . . . Continued.

I believe that the college should offer more courses in the area of automotives such as advanced courses.

Get more classes into the community in order to get more people taking the class. Also, Cochise College could get other communities into the program.

EXPRESSIONS OF NEED FOR SERVICES

Cochise College helped us alot. However, I feel the cost of all education is too high. There should also be more of a choice of meeting times to fit the people.

The computer programming course is a very good course which interests me very much, but the teacher for this course is a little less than satisfactory, and the book BASIC doesn't even apply to the apple computer most of the time.

Cochise College should have gotten in touch with our school soooner. We had an assembly with Cochise College and it was very interesting and encouraging, but all of us had already been accepted to other colleges. You need to be more prompt. I'm sure you have alot to offer.

EXPRESSIONS OF NEED FOR A CAMPUS OR FULL-TIME ADMINISTRATOR

I think you should put campus in Willcox.

APPENDIX C

QUESTIONNAIRES

COCHISE COLLEGE

General Population Survey

Cochise College is conducting a county wide survey to determine how best to serve you. You have been selected to participate in this needs assessment project. Your responses will help determine future directions for the College and educational opportunities for the residents of Cochise County. Your participation in this project is important and will be appreciated. Unless information is gathered from each participant, a less than complete picture of community needs will be obtained. Your cooperation is essential; your responses are confidential. The final report developed from this survey will contain only totals and percentages.

--If you have already completed this survey, please check here_____ and return this blank form.

PLEASE ANSWER QUESTIONS 1 to 11 BY MARKING EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Excellent
2 = Satisfactory
3 = Less than satisfactory
4 = Don't know

_____ 1. In your opinion, what kind of a reputation does Cochise College have with your community?

PLEASE RATE THE OVERALL QUALITY OF COCHISE COLLEGE IN THE FOLLOWING AREAS:

_____ 2. Instructors
_____ 3. Administration
_____ 4. Course content
_____ 5. Athletic program
_____ 6. Student services
_____ 7. Facilities

IN YOUR OPINION, HOW EFFECTIVE IS COCHISE COLLEGE IN MEETING THE FOLLOWING GOALS?

_____ 8. Teaching students to be good citizens
_____ 9. Preparing students for initial employment
_____ 10. Preparing students to attend a university
_____ 11. Teaching students to upgrade skills

PLEASE ANSWER QUESTIONS 12 to 26 BY MARKING EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Important
2 = Somewhat important
3 = Somewhat unimportant
4 = Unimportant

THE FOLLOWING ARE REASONS WHY PEOPLE DO NOT PARTICIPATE IN COLLEGE COURSES. HOW IMPORTANT IS EACH REASON TO YOU?

_____ 12. Cannot afford to participate
_____ 13. Lack of child care facilities
_____ 14. Courses not of interest
_____ 15. Courses too far from residence
_____ 16. Too busy with other activities
_____ 17. Courses at inconvenient times
_____ 18. Family obligations

COCHISE COLLEGE PERFORMS A NUMBER OF DIFFERENT SERVICES. HOW IMPORTANT IS EACH TO YOU. PROVIDING:

_____ 19. Educational opportunities for adults of all ages
_____ 20. Personal psychological counseling
_____ 21. Remedial courses (reading, writing, arithmetic)
_____ 22. Job placement services
_____ 23. Financial aid services
_____ 24. Cultural activities
_____ 25. Intercollegiate athletics
_____ 26. Career counseling programs

PLEASE ANSWER QUESTIONS 27 to 33 BY MARKING EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Yes
2 = No

DO YOU RECEIVE INFORMATION ABOUT COCHISE COLLEGE FROM:

_____ 27. Catalog or brochure sent to your home
_____ 28. Friends (word of mouth)
_____ 29. Employees of Cochise College
_____ 30. Newspapers
_____ 31. Radio
_____ 32. Local high school
_____ 33. Other (specify)_____

PLEASE ANSWER QUESTIONS 34 to 45 BY MARKING EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Yes
2 = No
3 = Don't know

WOULD YOU BE INTERESTED IN TAKING CLASSES IN THE FOLLOWING AREAS:

_____ 34. Business Management
_____ 35. Secretarial/Office Skills
_____ 36. Humanities or English
_____ 37. Foreign Languages
_____ 38. Health Sciences (nursing, emergency aid, etc.)
_____ 39. Fine Arts (drawing, painting, ceramics, music, etc.)
_____ 40. Social and Behavioral Sciences (psychology, sociology, history, etc.)
_____ 41. Agriculture
_____ 42. Vocational/Technical (electronics, welding, refrigeration, aviation, etc.)
_____ 43. Physical Education
_____ 44. Math and Science
_____ 45. Other _____

PLEASE ANSWER QUESTIONS 46 to 53 BY MARKING EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Like
2 = Don't like
3 = Doesn't matter

IF YOU WERE TO TAKE A COCHISE COLLEGE COURSE, WHAT LEVEL WOULD IT BE?

_____ 46. College credit for a two-year degree
_____ 47. College credit for university degree
_____ 48. College credit courses for personal reasons
_____ 49. Non-credit courses

WOULD YOU LIKE TO PARTICIPATE IN A DEGREE PROGRAM WITH LESS THAN A FULL SEMESTER SCHEDULE AT COCHISE COLLEGE? IF NO, SKIP TO QUESTION 54.
IF YES, WHAT TYPE OF PROGRAM WOULD YOU LIKE:

_____ 50. 1 unit courses (15 class hours) over a single weekend
_____ 51. 1 unit courses (15 class hours) over two weekends
_____ 52. 3 unit courses (45 class hours) over 5 weeks
_____ 53. 3 unit courses (45 class hours) over 7 weeks

54. If Cochise College offered a course in your local community that you are interested in, would you take that course?

Check one response

_____ (1) Yes
_____ (2) No
_____ (3) Don't know

55. If a course of interest to you was not offered locally, would you attend at another location?

Check one response

_____ (1) Yes, if offered at the Douglas Campus.
_____ (2) Yes, if offered at the Sierra Vista Campus.
_____ (3) Yes, if offered at some other Cochise community location.
_____ (4) Yes, if offered at any two or three of the above locations.
_____ (5) No, I prefer to attend another college.
_____ (6) No, I prefer not to attend.
_____ (7) I don't know.

56. Have you ever attended courses offered at or through Cochise College?

Check one response

_____ (1) Yes, at the Douglas Campus.
_____ (2) Yes, at the Sierra Vista Campus.
_____ (3) Yes, at community locations in the area.
_____ (4) Yes, at both the Douglas and Sierra Vista Campuses.
_____ (5) Yes, at a campus and a community location.
_____ (6) No, skip to question 58.

57. If you answered yes to question 56, are you still taking courses offered at or through Cochise College?

Check one response

_____ (1) Yes.
_____ (2) No, I completed my educational goal.
_____ (3) No, I found the courses unsatisfactory.
_____ (4) No, Cochise College has offered no more courses that interest me.
_____ (5) No, personal reasons have prevented me from continuing to take courses.
_____ (6) No, because of two or more of the above reasons.

58. Cochise College offers courses locally in Cochise County communities. What is your opinion on the continuation of this practice?

Check one response

_____ (1) Expand
_____ (2) Continue at same level
_____ (3) Cut back
_____ (4) Eliminate

59. Non-credit courses are short, fun and cover a wide range of subjects such as Mexican cooking, adobe production, and flower arranging. Non-credit courses are generally inexpensive and offered by Cochise College without any tax dollars involved. The students pay all costs. Would you like to see this program expanded?

Check one response

_____ (1) Yes
_____ (2) No
_____ (3) Don't know

IF YOU ANSWERED NO OR DON'T KNOW TO QUESTION 59, SKIP TO QUESTION 64. IF YOU ANSWERED YES TO QUESTION 59, IN WHAT AREAS WOULD YOU LIKE TO SEE THIS NON-CREDIT PROGRAM EXPANDED. FOR QUESTIONS 60 to 64 MARK EACH LINE WITH A NUMBER FROM THE FOLLOWING LIST:

1 = Expand
2 = Don't Expand

_____ 60. Home economics (specific topics)_____
_____ 61. Manual skill development (specific topics)_____
_____ 62. Personal recreation (specific topics)_____
_____ 63. Other_____

64. Cochise College freshman and sophomore level courses cost about $35.00 plus books. This is about one-third the cost of state university course. Do you think Cochise College cost is:

Check one response

_____ (1) Too high
_____ (2) About right
_____ (3) Too low
_____ (4) Don't know

65. In your opinion, should high school seniors be allowed to take college level course work at Cochise College?

Check one response

_____ (1) Yes
_____ (2) No
_____ (3) Don't know

66. How knowledgeable do you consider yourself to be regarding the programs, activities, and courses offered at Cochise College?

Check one response

_____ (1) Very knowledgeable
_____ (2) Moderately knowledgeable
_____ (3) Slightly knowledgeable
_____ (4) Not at all knowledgeable

67. Are you:

_____ (1) Male
_____ (2) Female

68. In which of these age groups do you fit:

_____ (1) Ages 18 to 24
_____ (2) Ages 25 to 44
_____ (3) Ages 45 to 65
_____ (4) Ages 65 and over

69. Which language is spoken most in your home?

Check one response

_____ (1) English
_____ (2) Spanish
_____ (3) Both English and Spanish equally
_____ (4) Other_____

70. What is your highest educational level?

Check one response

_____ (1) Completed some public school
_____ (2) Completed 8th grade
_____ (3) Completed high school
_____ (4) Attending two-year college
_____ (5) Have attended a two-year college
_____ (6) Completed a two-year college or technical school
_____ (7) Attending or have attended a four-year college or university
_____ (8) Have completed a **bachelors** degree
_____ (9) **Additional degrees** (above bachelors)

71. Which best describes your current occupational status?

Check one response

_____ (1) Employed full-time
_____ (2) Employed part-time
_____ (3) Self-employed
_____ (4) Homemaker
_____ (5) Unemployed
_____ (6) Retired or disabled
_____ (7) Primarily student or full-time student

72. What kind of a job would you say Cochise College is doing meeting the educational needs of your community?

Check one response

_____ (1) Excellent
_____ (2) Satisfactory
_____ (3) Less than satisfactory
_____ (4) Don't know

DO YOU HAVE ANY ADDITIONAL COMMENTS YOU WOULD LIKE TO MAKE REGARDING COCHISE COLLEGE?_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

COCHISE COLLEGE

BUSINESS SURVEY

1. Name of person interviewed _____

2. Name and location of business _____

3. Exactly what does the business do _____

4. How many employees do you currently have?

   Full time _____ Part time regular _____ Part time seascnal _____

5. How many new employees will you hire in the next three years?

   Full-time _____ Part-time _____

6. Does your firm have difficulty finding qualified people to employ?

   No difficulty _____

   Moderate difficulty _____ Why? _____

   Extreme difficulty _____ Why? _____

7. Do you look for some personnel outside the immediate community?

   No _____

   Yes _____ (what type) _____

8. What skill level is required for employment in your business?
   (check all that apply)

   Little formal education is required _____

   A high school education is required _____

   Less than a two-year certificate is required _____

   An associate (two-year) degree is required _____

   A bachelor's (four-year) degree or higher is required _____

9. What sources do you use to recruit employees who have appropriate job entry level skills?
   (check all that apply)

   Direct application _____ Advertising _____

   Secondary schools _____ Unions _____

   Colleges or universities _____ Word of mouth _____

   Present staff _____ Department of Econonmic Security ____

   Other (specify) _____

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10. From your recent job applicants, do you find that there are too many people being trained for some positions and thus flooding the labor market?

No _____

Yes _____ What positions?_____

_____

11. Does your business presently promote personnel based on formal course work they have taken to up-grade their job skills?

No _____

Yes _____ What types of jobs are involved?_____

_____

12. Please look at the sheet I am giving you which lists courses offered during the last year or two in your community by Cochise College. Have any of these courses served the training needs of your business?

No _____

Yes _____ Indicate type of course _____

_____

13. Do you or your employees need any short-term workshop type (less than one semester) training sessions for specific needs?

No _____

Yes _____ Indicate length of session_____

Indicate topic of session_____

14. Do you or your employees need courses for up-grading a skill?

No _____

Yes _____ Indicate type of course_____

15. Do you or your employees need courses leading to an associate degree?

No _____

Yes _____ Indicate degree area_____

16. Does your business currently pay tuition for employees enrolled in formal course work? (check one)

1. No_____
2. No, but we would consider it _____
3. Yes _____

17. Does your business offer on the job training for employees?

1. No _____
2. Yes _____ Indicate nature of OJT_____

18. Does your business offer formal in-house training courses for your employees?

1. No _____
2. Yes _____ Indicate nature of course_____

19. Do your employees receive job training from any organization other than Cochise College or formal in-house training?

1. No _____
2. Yes _____ Describe training_____

20. Do you agree with the principle that local business leaders should sponsor scholarships in the following areas?

	Agree	Disagree	Don't know
For needy local student	_____	_____	_____
For academically superior local students	_____	_____	_____

21. During the past two or three years, have you hired any people trained by Cochise College?

No _____
Yes _____

22. If you answered yes to the above question, were you satisfied with their training?

Yes _____
No _____ Please explain why_____

23. Which of the following statements best describes the efforts of Cochise College to serve your company training needs? (check one)

_____ Cochise College is making a serious effort to help us.
_____ The quality of what Cochise College has done for us has generally been good.
_____ Cochise College could serve us better.
_____ Cochise College seems to have little interest in serving us.

COCHISE COLLEGE

CURRENT STUDENT SURVEY

THIS SURVEY IS BEING MADE TO ASSIST COCHISE COLLEGE WITH LONG-RANGE PLANNING SO THAT WE CAN BETTER SERVE THE NEEDS OF STUDENTS. YOUR ASSISTANCE IS NEEDED FOR THIS UNDERTAKING. THIS SURVEY WILL TAKE ONLY A FEW MINUTES TO COMPLETE. PLEASE GIVE YOUR OWN OPINIONS AND DO NOT IDENTIFY YOURSELF ON THIS QUESTIONNAIRE. YOUR RESPONSES WILL BE KEPT CONFIDENTIAL. **If you have completed this survey in another class, check here ___ and return this copy blank.**

1. Please indicate the Division in which you are currently enrolled.

Check one response

_____(1) Aviation
_____(2) Business - Management
_____(3) Business - Secretarial
_____(4) Communications
_____(5) Health and P.E.
_____(6) Humanities, Fine Arts
_____(7) Foreign Language
_____(8) Nursing
_____(9) Social & Behavorial Sciences
_____(10) Science and Math
_____(11) Technology
_____(12) Undeclared

2. Are you currently working for wages?

Check one response

_____(1) Yes, 20 hours a week or less
_____(2) Yes, 21 to 40 hours a week
_____(3) Yes, more than 40 hours a week
_____(4) No

3. What is your primary educational goal?

Check one response

_____(1) Improving existing job skill
_____(2) Preparing for future job
_____(3) University transfer credit
_____(4) Personal interest
_____(5) Other (specify)_____

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4. Do you have a high school diploma or its equivalent?

Check one response

_____(1) Yes

_____(2) No

5. For how many credit hours are you currently enrolled?

Check one response

_____(1) For 1-3 credit hours

_____(2) For 4-6 credit hours

_____(3) For 7-9 credit hours

_____(4) For 10-12 credit hours

_____(5) For 13-15 credit hours

_____(6) For 16 or more credit hours

6. Prior to this semester how many credits have you completed at Cochise College?

Check one response

_____(1) Have completed 0-15 credits

_____(2) Have completed 16-30 credits

_____(3) Have completed 31-45 credits

_____(4) Have completed 46-60 credits

_____(5) Have completed over 60 credits

7. What is the location of classes you are now taking?

Check one response

_____(1) The Douglas Campus

_____(2) The Sierra Vista Campus (includes all of Sierra Vista/Ft. Huachuca)

_____(3) A Community Campus facility

_____(4) I am taking classes at 2 or more of the above locations

8. When do you prefer to attend classes?

Check one response

_____(1) Morning

_____(2) Afternoon

_____(3) Both morning and afternoon

_____(4) Evening

_____(5) All of the above

9. Which of the following class schedules would be best for you?

Check one response

_____(1) Class for 3 hours, one time per week

_____(2) Class for 1½ hours, twice each week

_____(3) Class for 1 hour, three times per week

PLEASE RATE THE OVERALL QUALITY OF COLLEGE SERVICES AT YOUR LOCATION IN THE FOLLOWING AREAS:

Mark each line (questions 10 to 26) with a number from the following list:

1 = Excellent

2 = Satisfactory

3 = Less than Satisfactory

4 = Don't Know

_____10. Full-time faculty

_____11. Part-time faculty

_____12. Administration

_____13. Course Content

_____14. Intercollegiate Athletic Program

_____15. Intramural Athletics

_____16. Classroom Facilities

_____17. Financial aid services

_____18. Admissions and registration

_____19. Library facilities

_____20. Faculty advising

_____21. Bookstore

_____22. Social activities

_____23. Counseling services

_____24. Student Union-Lounge facilities

_____25. Clubs and special interest activities

_____26. Cultural activities

PLEASE RATE HOW EFFECTIVE COCHISE COLLEGE IS IN MEETING THE FOLLOWING GOALS:

Mark each line (questions 27 to 31) with numbers used in the previous questions:

_____27. Teaching students to be good citizens

_____28. Preparing students for initial employment

_____29. Preparing students to attend a university

_____30. Teaching students to upgrade skills

_____31. Providing personal interest courses

COCHISE COLLEGE PERFORMS A NUMBER OF SERVICES. HOW IMPORTANT IS EACH TO YOU?

Mark each line (questions 32 to 42) with a number from the following list:

1 = Important
2 = Somewhat important
3 = Somewhat unimportant
4 = Unimportant

_____32. Educational opportunities for all adults throughout Cochise County

_____33. Intramural athletics

_____34. Personal psychological counseling

_____35. Remedial courses (reading, writing, and arithmetic)

_____36. Job placement services

_____37. Financial aid services

_____38. Cultural activities

_____39. Intercollegiate athletics

_____40. Social activities

_____41. Career guidance and counseling

_____42. Student special interest groups and clubs

BELOW ARE SOME GENERAL STATEMENTS ABOUT COCHISE COLLEGE. PLEASE INDICATE HOW YOU FEEL ABOUT EACH OF THEM?

Mark each line (questions 43 to 52) with a number from the following list:

1 = Always
2 = Usually
3 = Rarely
4 = Never

_____43. My instructors' class attendance is excellent.

_____44. My instructors are well prepared for class.

_____45. My instructors are available during non-class time for questions and assistance.

_____46. My instructors expect too much from me.

_____47. My instructors welcome suggestions and comments.

_____48. I have difficulty registering during the scheduled registration period.

_____49. I have problems getting the classes I want because they are full

_____50. Classes are generally scheduled at times convenient to me.

_____51. Classes are generally scheduled at locations convenient to me.

_____52. Classes are available the semester I need them.

53. Select the statement that most closely fits your college plans for next year.

Check one response

_____(1) I will graduate and go (or continue) to work.

_____(2) I will graduate and go to a university.

_____(3) I will be a full-time student (12 credit hours or more) at Cochise College.

_____(4) I will be a part-time student (less than 12 credit hours) at Cochise College.

_____(5) I will transfer to another two year college.

_____(6) I will transfer to a university.

_____(7) I expect to take courses at Cochise College in the future, but not next year.

_____(8) I do not expect to go to college.

_____(9) None of the above statements fit me.

54. Have you ever applied for financial aid?

Check one response

_____(1) No

_____(2) Yes, but I did not receive assistance.

_____(3) Yes, but I only received part of the assistance I needed.

_____(4) Yes, I received the assistance I needed.

55. What kind of a job would you say Cochise College is doing in meeting the needs of its students?

Check one response

_____(1) Excellent

_____(2) Satisfactory

_____(3) Less than satisfactory

_____(4) Don't know

56. Are you

_____(1) Female

_____(2) Male

57. In what age group do you fit?

_____(1) Less than 18

_____(2) From 18 to 24

_____(3) From 25 to 44

_____(4) From 54 to 65

_____(5) Over 65

58. Which language is spoken most in your home?

Check one response

_____(1) English

_____(2) Spanish

_____(3) Both English and Spanish equally

_____(4) Other (specify)_____

DO YOU HAVE ANY ADDITIONAL COMMENTS YOU WOULD LIKE TO MAKE REGARDING COCHISE COLLEGE?_____

_____

_____

_____

_____

_____

--

COCHISE COLLEGE

HIGH SCHOOL STUDENT SURVEY

The purpose of this survey is to gather data for educational planning in Cochise County and to help students who are considering education after high school. Your cooperation in completing this survey will be greatly appreciated. Please answer with your own views, not how you think someone else might want you to respond. Please do not identify yourself on this questionnaire. Your responses will be kept confidential.

1. In your opinion, what kind of a reputation does Cochise College have with your community?

Check one response

_____ (1) Excellent
_____ (2) Satisfactory
_____ (3) Less than satisfactory
_____ (4) Don't know

IN YOUR OPINION, HOW EFFECTIVE IS COCHISE COLLEGE IN MEETING THE FOLLOWING GOALS?

Mark each line (questions 2 to 4) with a number from the following list:

_____ 2. Preparing students for initial employment
_____ 3. Preparing students to attend a university
_____ 4. Teaching students to upgrade skills

1 = Excellent
2 = Satisfactory
3 = Less than satisfactory
4 = Don't know

COCHISE COLLEGE PERFORMS A NUMBER OF SERVICES. HOW IMPORTANT IS EACH TO YOU?

Mark each line (questions 5 to 11) with a number from the following list:

_____ 5. Personal psychological counseling
_____ 6. Remedial courses (reading, writing, and arithmetic)
_____ 7. Job placement services
_____ 8. Financial aid services
_____ 9. Social activities
_____ 10. Intercollegiate athletics
_____ 11. Career counseling programs

1 = Important
2 = Somewhat important
3 = Somewhat unimportant
4 = Unimportant

12. In your opinion, should high school seniors be allowed to take college level course work at Cochise College?

Check one response

_____ (1) Yes
_____ (2) No
_____ (3) Don't know

13. Cochise College freshman and sophomore level courses cost about $35.00 plus books. This is about one-third the cost of state university courses. Do you think Cochise College's cost is:

Check one response

_____ (1) Too high
_____ (2) About right
_____ (3) Too low
_____ (4) Don't know

IN HELPING YOU DECIDE YOUR FUTURE EDUCATION, HOW IMPORTANT IS EACH OF THE FOLLOWING:

Mark each line (questions 14 to 19) with a number from the following list:

_____ 14. Teachers
_____ 15. High School Counselors
_____ 16. College Counselors
_____ 17. Parents
_____ 18. Friends
_____ 19. Catalog or Brochure

1 = Important
2 = Somewhat important
3 = Somewhat unimportant
4 = Unimportant

20. What type of work would you like to be doing five to ten years from now?

Check one response

_____ (1) Semi-skilled labor (usually learned on the job)
_____ (2) Skilled labor (technical education required)
_____ (3) Self-employed (farming, ranching, salesperson, etc.)
_____ (4) Business (management, owner, bookkeeper, etc.)
_____ (5) Professional (lawyer, medical doctor, teacher, etc.)
_____ (6) Military service
_____ (7) Homemaker

AS A HIGH SCHOOL STUDENT, NO DOUBT YOU HAVE HEARD ABOUT COCHISE COLLEGE. THE FOLLOWING SECTION PRESENTS A LIST OF THINGS YOU MIGHT HAVE HEARD ABOUT COCHISE COLLEGE. PLEASE INDICATE HOW YOU FEEL ABOUT THE FOLLOWING.

Mark each line (questions 21 to 25) with a number from the following list:

_____ 21. It is a friendly place.
_____ 22. Teachers are helpful to students.
_____ 23. It is a good place to go if you are not sure what you want to do.
_____ 24. It has a good academic program.
_____ 25. It is inexpensive.

1 = Strongly agree
2 = Moderately agree
3 = Moderately disagree
4 = Strongly disagree

26. Do you plan additional education after you complete high school?

Check one response

_____ (1) Yes, in the fall after high school graduation - Skip to question 31.

_____ (2) Yes, but not immediately after graduation - Skip to question 31.

_____ (3) I am undecided at this time.

_____ (4) No.

********** IF YOU ANSWERED YES TO QUESTION 26, SKIP TO QUESTION 31. **********

IF YOU ARE UNDECIDED OR NOT PLANNING FOR ADDITIONAL EDUCATION, PLEASE INDICATE HOW IMPORTANT THE FOLLOWING REASONS ARE TO YOU, THEN SKIP TO QUESTION 69 ON THE TOP OF PAGE 5.

Mark each line (questions 27 to 30) with a number from the following list:

1 = Important reason
2 = Unimportant reason
3 = Not sure

_____ 27. I do not expect to be able to pay for college.

_____ 28. Future education does not interest me at this time.

_____ 29. My high school grades are low.

_____ 30. I do not like school.

********** IF YOU ANSWERED QUESTIONS 27 to 30, SKIP TO QUESTION 69. **********

31. If you plan to attend college, which college are you planning to attend?

Check one response

_____ (1) Cochise College at the Douglas Campus

_____ (2) Cochise College at the Sierra Vista Campus

_____ (3) Another Cochise College Education Center

_____ (4) Eastern Arizona College

_____ (5) Pima Community College

_____ (6) Phoenix Area Community College

_____ (7) Arizona State University

_____ (8) University of Arizona

_____ (9) Northern Arizona University

_____ (10) Another institution in Arizona

_____ (11) An institution outside Arizona

_____ (12) Not sure

IF YOU WERE TO ENROLL AT COCHISE COLLEGE, WHAT PROGRAMS INTEREST YOU?

Check the five (5) programs most interesting to you:

_____ 32. Administration of Justice

_____ 33. Agriculture

_____ 34. Anthropology

_____ 35. Art

_____ 36. Aviation Technology (Airframe & Powerplant)

_____ 37. Aviation Technology (Professional Pilot)

_____ 38. Biological Sciences

_____ 39. Business Administration

_____ 40. Chemistry

_____ 41. Computer Programming

_____ 42. Computer Technology

_____ 43. Drafting Technology

_____ 44. Electronics Technology

_____ 45. Emergency Medical Technology

_____ 46. English and Communications

_____ 47. Fire Science Technology

_____ 48. Geography

_____ 49. Geology

_____ 50. History

_____ 51. Humanities or Philosophy

_____ 52. Mathematics

_____ 53. Music and Drama

_____ 54. Nursing

_____ 55. Physical Education

_____ 56. Political Science

_____ 57. Psychology

_____ 58. Secretary/Office Education

_____ 59. Social Work

_____ 60. Sociology

_____ 61. Spanish

_____ 62. Welding

_____ 63. Other Trade and Industrial

THE FOLLOWING ARE STATEMENTS DESCRIBING HOW STUDENTS PLAN TO OBTAIN MONEY FOR ATTENDING COLLEGE. PLEASE INDICATE HOW EACH FITS YOUR SITUATION.

Mark each line (questions 64 to 68) with a number from the following list:

1 = Agree

2 = Disagree

3 = Don't know

_____ 64. I Must have a student grant or loan to attend college.

_____ 65. I Must work during the school year to attend college.

_____ 66. My parents will pay the entire cost of my college.

_____ 67. My parents will pay only part of the cost of my college.

_____ 68. I expect a scholarship to help pay my college costs.

69. What is the name of your high school?

_____ (1) Bowie

_____ (2) San Simon

_____ (3) Willcox

70. How knowledgeable do you consider yourself to be regarding the programs, activities, and courses offered at Cochise College.

Check one response

_____ (1) Very knowledgeable.

_____ (2) Moderately knowledgeable.

_____ (3) Slightly knowledgeable.

_____ (4) Not at all knowledgeable.

71. Are you:

_____ (1) Female

_____ (2) Male

72. Which language is spoken most in your home?

Check one response

_____ (1) English

_____ (2) Spanish

_____ (3) Both English and Spanish are equal

_____ (4) Other

73. What is your present grade level?

Check one response

_____ (1) Sophomore

_____ (2) Junior

_____ (3) Senior

74. What kind of a job would you say that Cochise College is doing in meeting the educational needs of your community?

Check one response

_____ (1) Excellent

_____ (2) Satisfactory

_____ (3) Less than satisfactory

_____ (4) Don't know

DO YOU HAVE ANY ADDITIONAL COMMENTS THAT YOU WOULD LIKE TO MAKE REGARDING COCHISE COLLEGE?_____

COCHISE COLLEGE

FACULTY AND STAFF QUESTIONNAIRE

This survey is being made to assist Cochise College with its long-range planning so that it can better serve the needs of Cochise County. We would appreciate your assistance in completing this questionnaire. The survey should take only a few minutes of your time to complete. Your responses are confidential. Please do not identify yourself.

1. What is your personnel classification?

Check one response

_____ (1) Full-time faculty
_____ (2) Part-time faculty
_____ (3) Administrative support staff
_____ (4) Classified staff

2. At what location do you do the majority of your work for Cochise College?

Check one response

_____ (1) The Douglas Campus
_____ (2) The Sierra Vista Campus (includes all of Sierra Vista/Ft. Huachuca)
_____ (3) Another Cochise College Community Campus

3. How long have you been employed by Cochise College?

Check one response

_____ (1) One year or less
_____ (2) Five years or less
_____ (3) Ten years or less
_____ (4) Fifteen years or less
_____ (5) Sixteen years or more

4. If you are employed full-time by Cochise College, what type of institution were you associated with immediately before coming to the College? If part-time, skip to question 5.

Check one response

_____ (1) A public school
_____ (2) Another two-year college or technical institution
_____ (3) A four-year college or university
_____ (4) Business or industry
_____ (5) Government
_____ (6) Other (specify)_____

5. If you are employed part-time by Cochise College, what is your primary occupational field? If full-time, skip to question 6.

Check one response

_____ (1) Public schools
_____ (2) Business or industry
_____ (3) Government
_____ (4) Retired
_____ (5) I am engaged in no full-time job
_____ (6) Other (specify)_____

6. What is your highest educational background?

Check one response

_____ (1) Vocational experience only
_____ (2) Two year degree
_____ (3) Four year degree
_____ (4) Masters degree
_____ (5) Advanced degree above masters

7. If you have vocational experience, is this an important or primary criteria for your job at Cochise College?

_____ (1) Yes
_____ (2) No

8. Which of the following was most important in causing your initial contact with Cochise College for employment?

Check one response

_____ (1) Media advertising (newspapers, radio)
_____ (2) Placement office material
_____ (3) Discussion with part-time College employee
_____ (4) Discussion with full-time College employee
_____ (5) Discussion with person not connected with the College
_____ (6) Advertising in professional journals
_____ (7) I initiated the contact with Cochise College
_____ (8) Other (specify)_____

HOW DO YOU FEEL ABOUT THE COLLEGE STAFF DEVELOPMENT PROGRAM?
Mark each line (questions 9 through 12) with a number from the following list:

1 = Agree
2 = Disagree
3 = Don't know

_____ 9. There should be more opportunity for staff development.

_____ 10. I don't have time for staff development.

_____ 11. I prefer staff development in conjunction with each semester's orientation.

_____ 12. I do not remember any College staff development.

13. In your opinion, should high school seniors be allowed to take college level course work at Cochise College?

Check one response

_____ (1) Yes

_____ (2) No

_____ (3) Don't know

14. Cochise College freshman and sophomore level courses cost about $35.00 plus books. This is about one-third the cost of state university courses. Do you think Cochise College's cost is:

Check one response

_____ (1) Too high

_____ (2) About right

_____ (3) Too low

_____ (4) Don't know

15. What kind of a job would you say Cochise College is doing to meet the needs of its students?

Check one response

_____ (1) Excellent

_____ (2) Satisfactory

_____ (3) Less than satisfactory

_____ (4) Don't know

PLEASE RATE THE OVERALL QUALITY OF COLLEGE SERVICES AT YOUR LOCATION IN THE FOLLOWING AREAS:

Mark each line (questions 16 to 32) with a number from the following list:

1 = Excellent

2 = Satisfactory

3 = Less than satisfactory (please comment on last page)

4 = Don't know

_____ 16. Full-time faculty

_____ 17. Part-time faculty

_____ 18. Administration

_____ 19. Course content

_____ 20. Intercollegiate athletic program

_____ 21. Intramural athletics

_____ 22. Classroom facilities

_____ 23. Financial aid services

_____ 24. Admissions and registration

_____ 25. Library facilities

_____ 26. Faculty advising

_____ 27. Bookstore

_____ 28. Social activities

_____ 29. Counseling services

_____ 30. Student Union - lounge facilities

_____ 31. Clubs and special interest activities

_____ 32. Cultural activities

PLEASE RATE HOW EFFECTIVE COCHISE COLLEGE IS IN MEETING THE FOLLOWING GOALS:

Mark each line (questions 33 to 37) with numbers used in the previous questions.

_____ 33. Teaching students to be good citizens

_____ 34. Preparing students for initial employment

_____ 35. Preparing students to attend a university

_____ 36. Teaching students to upgrade skills

_____ 37. Providing personal interest courses

ARE THERE EXISTING PROGRAMS AND/OR SERVICES AT COCHISE COLLEGE WHICH YOU BELIEVE SHOULD BE EXPANDED AND/OR STRENGTHENED TO BETTER SERVE OUR COMMUNITY?

If yes, please list below:

Program/Service Title - Action required

_____

_____

_____

ARE THERE PROGRAMS AND/OR SERVICES WHICH YOU BELIEVE COCHISE COLLEGE SHOULD ADD IF IT IS TO ADEQUATELY SERVE THE COMMUNITY?

If yes, please list below:

Program/Service title - Action required

_____

_____

_____

ARE THERE EXISTING PROGRAMS AND/OR SERVICES OFFERED BY COCHISE COLLEGE WHICH YOU BELIEVE SHOULD BE ELIMINATED OR REDUCED?

If yes, please list below:

	Recommend:	
	Eliminate	Reduce
Program/Service		
_____	_____	_____
_____	_____	_____
_____	_____	_____

ARE THERE ANY ADDITIONAL SUGGESTIONS YOU HAVE FOR IMPROVING COCHISE COLLEGE AS A COMPREHENSIVE COMMUNITY COLLEGE? BE AS SPECIFIC AS POSSIBLE.

_____

_____

_____

_____

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